

*Online Marketing Assistant
Ref. No. 361*

ABOUT US

We are an online retail company and manufacturer specialising in luxury Italian leather goods including handbags, briefcases, wallets and purses. We are now expanding into the German market.

TASKS

Your first initial job will be translating our English website into German and optimizing it for the German market. You will then be involved in social media campaigns, link building, newsletters and other online marketing for our German audience. You will also be in charge of German customer service, and will be expected to help with other important jobs in the office such as wrapping and dispatching our daily orders. This is an exciting opportunity to get hands on experience with a vastly expanding business.

Important tasks include:

- Translating our English website into German
- Writing monthly German newsletters for our German audience
- Creating German social media platforms
- Approaching German blogs
- Dealing with German customer enquires
- Link building

SKILLS NEEDED

You do not need to have experience with online marketing as you will be trained; however important skills are as follows:

- Your English written and oral skills must be of a high standard (degree level is preferred).
- German writing skills should be of high standard, and you should feel comfortable in translating our English site in a way that will read well for our German audience.
- You should be active online, whether that is in social media, blogging or researching.

- You should have a keen interest in marketing, writing, and/or fashion.
- You should be creative, confident, proactive, and contribute ideas.

SKILLS TO BE ACQUIRED

You will acquire many skills, some key ones are as follows:

- You will learn how to create professional German content for our new website.
- Learn about the importance of online marketing and SEO, and contribute highly in this.
- Create copy for our monthly German emails.
- How to use social media to convert sales and create an online presence.
- Learn how to deal with customers, email and telephone correspondence.
- How to build links and to approach like minded blogs.

PERIOD

3 months unpaid internship followed by possibility of full time paid job. (There will be at least 3 months additional work after the internship if the candidate meets our expectations)

FINANCIAL SUPPORT

Travel expenses, food expenses and accommodation contributions.

PLACE OF INTERNSHIP

Our office is located in London SE83DX

OFFICE HOURS

Monday-Friday, 9.30am – 5.30pm.

CONTACT

Praktikum in London/ ASB Internship Solutions Ltd.
office@praktikum-in-london.de
Tel: +44- (0)20- 8740 3165