



## DIGITAL MARKETING EXECUTIVE TRAINEE

REF. NO. 1118

### About us

We specialise in raising the profile of ambitious entrepreneurs, business people and professionals. Our clients have been featured in the most prestigious newspapers and magazines worldwide, they have given Ted Talks, won awards and raised their profile in their field.

### Number of employees

3

### Tasks

- Creation of a newsletter
  - Find business news on Internet
  - Index the events aimed at entrepreneurs
  - Create the content
  - Creating the newsletter itself using InfusionSoft (training will be given)
- Updating websites
- Managing social media
  - Reply to messages on Facebook and Twitter
  - Follow back people on Twitter
  - Prepare the social media strategy
  - Plan the posts on social media
- Manage blog articles to give tips on how to run a business
  - Doing some research to find a subject and gather information about it
  - Updating the article on the website
  - Upload the article on the company's website
- CRM
  - Contact clients on the phone and via email;
  - Attend events and gather business cards to contact clients to sell our services
  - Add clients contact details to infusionSoft
  - Manage the database (training provided via Infusionsoft)
- Google Analytics / Facebook Advertising and Community Engagement
  - Some knowledge of digital tools for monitoring and reporting the results of campaigns

# PRAKTIKUM IN LONDON



## Skills needed

- To speak English on a (near) native level, PLUS the language of the country you are writing about - if you are writing about Germany you need to speak/write near native German
- Great communication skills both written and verbal
- A high standard of computer literacy
- You LOVE writing, blogging and business/entrepreneurs
- Be motivated, communicative and a team player
- Strong presentation skills
- Tight organizational and time management skills
- Great business sense and the ability to work to budgets

## Skills to be acquired

- We provide a cool environment to work. It's an open plan office with a friendly and supportive environment, with a high performance culture and many learning opportunities.
- Furthermore you will have the opportunity to obtain a hands-on experience in a new, rapidly growing company, benefiting from a highly-motivated team, flat hierarchies and flexible structures.

## Duration of the internship

This role is for an intern who is looking for at least 2 months internship to start asap.

## Office languages

English

## Location

London

## Financial support

We will pay your transport for the time you will be working with us. Travel card for 2 months.

## Office hours

Monday-Friday 9:30 am-5:30 pm, 1 hour lunch break