



MARKETING INTERN – GERMAN MARKET

REF. No. 1252

About us

This startup is an award-winning subscription service that provides arts and crafts activities for children aged 3 to 8 years old. We are looking for a creative, hard-working, results driven marketing graduate to join us as part of our Marketing & International team ideally starting from October 2020. This is an exciting opportunity for someone who wants to get a first-hand insight into a startup and learn what it takes to launch a product in a new country and make it successful. In this role, you will work alongside our Marketing Manager for Germany, helping her to understand the German market and drive growth across multiple channels. With this insight and an entrepreneurial mindset, you will assist in creating and driving digital marketing material across all channels, including social media, affiliation, PPC, PR, email and content distribution. Having a knack for relationship building, you will also assist in maintaining and expanding the company's database of partnerships in Germany. Helping us to keep key relationships and build new ones. Working as part of an autonomous, agile team, you will need to be self-motivated, a great communicator and a fantastic team-player. You will need to be able to work under your own initiative and adapt quickly when requirements change.

Number of employees

30

Tasks

- Identifying new partnership opportunities: contacting new influencers to increase brand awareness and sales + BtoB relationships with other brands, relevant to connect with.
- Supporting digital marketing activities across all channels: social, display, PPC, partnerships and PR, affiliates, email and content distribution (design briefs, coordination among teams and partners, campaign monitoring).
- Managing social media channels (Facebook, Instagram): own free content and pages.
- Work alongside our copywriters to create / translate content for our website, emails and product.

Skills needed

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- You're in your 3rd year of a bachelor or Master of science in business or management, and look for a work experience as part of the degree
- You're well organised, with a hands-on attitude; you like to make things happen and follow through from start to finish
- You have a natural curiosity for all things, learning as you go
- You're someone who can work independently and under your own initiative
- You have super communication skills, both written and oral
- You have a basic understanding of social media, having used it personally
- You have a genuine love of our product!
- You are fluent both in German (native) and English
- Previous experience in marketing would be preferred, but is not essential

Skills to be acquired

- Digital marketing
- Working in a business environment
- Social media tools

Duration of the internship

6 months

Office languages

English, German, French

Location

Central London

Financial support

£700/month

Office hours

Monday – Friday

9-18h (1 hour lunch break)

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