

Vacancy: Social Media and Communications Internship in Amsterdam

Studies: Business Studies and/or Management Science, Communication and Information Sciences

Duration: 4-6 months

Commitment: Full-time

Tasks:

CONTENT PUBLISHING & MANAGEMENT

- Manage the creation and publishing of relevant, original, high-quality content throughout all our social media platforms in the most creative way possible while having alignment with our identity, philosophy and tone of voice in order to reach the company's target customers.
- Maintain our social media platforms up to date while making sure that the latest posts are perfectly designed, relevant and attractive to our different audience per platform.
- Be proficient in the usage of the right tools to manage our content.
- Curate and manage all published content (visual and written content).
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales. Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Design and manage promotions and Social ad campaigns.

OPTIMIZE

- Optimize the regular publishing schedule with base on the analytics results.
- Tweak strategies for social media in base of the key metrics analysis.
- Monitor trends in social media tools, applications, channels, design and strategy.

STRATEGISE

- Promote the most relevant content through social advertising while working closely with other members of the team in order to create communications strategies and then implement these strategies the most suitable way.
- Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.

Skills:

EXPERIENCE

- Experience in traditional marketing
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.
- In-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Ability to effectively communicate information and ideas in written, graphic and video format.
- Ability to build and maintain sales relationships, online and off.
- Great organisation and time management skills

TECHNICAL

- Excellent English writing and speaking skills.
- An eye for design. Visually creative.
- Proficiency on InDesign, Illustrator and Photoshop.
- Experience with e-commerce platforms
- Evident good technical understanding and can pick up new tools quickly.