

At InterNations, we're dedicated to making expat life a great experience! With about 2.6 million members in 390 cities around the world, regular local events, interest-based groups and useful information, InterNations is the biggest global network for people who live and work abroad. What started as an idea almost ten years ago is now changing the lives of expats and global minds around the world each and every day. With a team representing more than 30 countries, we believe in the benefits of international experience, cultural exchange, and the power of bringing people together. Together, we're constantly growing and learning, coming up with new ways for our members to feel more at home, meet other international people, and enjoy their stay abroad.

## **Online Marketing – SEO & SEA (m/f) Mandatory Internship**

### **About the role:**

The Online Marketing Department is responsible for attracting new members from around the world via desktop and mobile campaigns on the main paid online marketing channels (e.g. Facebook, SEA, Display) as well as through organic traffic (e.g. SEO). The Online Marketing Intern – SEO & SEA reports to the Team Lead and contributes to the growth of the search channels.

### **As an Online Marketing Intern – SEO & SEA at InterNations, you will:**

- monitor SEO ranking and write engaging content
- analyze the AdWords and Bing campaigns' performance
- create and implement AdWords and Bing advertising copy for various target groups
- communicate with our SEA agency on a regular basis
- earn the Google Analytics and Google AdWords certifications

### **You meet the following requirements:**

- you are a university student in business administration, marketing or related fields
- the internship is a compulsory part of your course of studies and you are available for at least 6 months
- you are not afraid of handling large amounts of data and you have a good knowledge of Excel as well as other MS-Office and internet applications
- you enjoy writing engaging content
- you are proactive and self-motivated and can work independently
- native-speaker level written and spoken English

### **We offer:**

- a fast-growing, dynamic company with an international team
- a friendly work atmosphere and the space you need to pursue your own ideas
- regular workshops and lectures about work-related topics and soft skills
- independent projects and training sessions for interns
- a "cosmopolitan city with a heart" and the nicest beer gardens in Germany
- weekly team breakfasts, fresh fruit & regular team events

### **Are you the right one for the job?**

Send your application (CV, cover letter c/o Christa Fellner) today to:

[internship@internations.org](mailto:internship@internations.org)

**Please note:** We can only accept applications from those who must complete an internship as part of their degree.