

Internship Social Media & Customer experience (m/f/d)

As a Social Media Intern, you will play a remarkable role in supporting our Social Media Team (in the Customer Experience department) in their daily activities and in the execution of effective social media strategies. Your main responsibilities will include assisting in content ideation process, content production, content management, editorial planning and supporting partnership projects. Additionally, you will provide administrative support to the overarching operations of the CX department.

Job designation / Field of work:

Social Media

- > Assist in the implementation of social media strategies to enhance brand awareness and engagement
- > Collaborate with the Digital Marketing Team to develop content ideation structures
- > Support the content management of social media assets
- > Editorial planning & scheduling for the official smart social media channels
- > Help analyse social media metrics and prepare reports to track progress and identify areas for improvement
- > Monitor social media channels for trends, insights, and opportunities to optimize content performance
- > Support in building and executing a community management strategy
- > Administrative support to agencies. Communicate project requirements, timelines, and feedback to ensure alignment with our brand and objectives
- > Preparation of presentations (incl. translation if any) for stakeholders
- > Provide administrative support in managing invoices, and other documentation related to agency partnerships

Administrative Support to CX department

- > Structural and organizational support in processes and tools management (like SharePoint folder and confluence spaces)
 - > Support in department Budget cost controlling and reporting
 - > Documentation preparation and maintenance for internal management
 - > Facilitate department/team events, meetings, and workshops
 - > Support in solving cross-channels interdependencies (if needed)
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Qualification

Education

- > You are studying in the fields of business administration, marketing & communications, economics or a related field

Knowledge / Functional Expertise

- > You have knowledge about Digital Marketing and Customer experience, or have already gained some working experiences, preferably in those fields
- > You have knowledge of the social media landscape, channels, reporting and strategies
- > You have experience in the automotive or retail industry or consultancy
- > Advantageous: Previous experiences with social media management software (e.g. Sprinklr, facelift, etc)

Key Competencies / Soft Skills

- > You have excellent communication and organizational skills as well as customer orientation
- > You are fluent in English, other European languages or Chinese are a plus
- > You are confident in handling MS-Office & Atlassian (Confluence)
- > You have the ability to find innovative ways to solve problems
- > You have analytical and proactive problem-solving skills
- > You love working in a multicultural environment
- > You are a team player with the ability to work independently
- > You have pro-active and extra-mile attitude

Contact

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