

Digital Marketing Intern

Company: Terabee, High-Tech sensor and sensing solutions company

Location: France, Saint-Genis-Pouilly, (5km from Geneva airport)

Contract: 6 months Internship

Start Date : September 2022

Reporting to: Greg Watts (Marketing & Technical sales Director)

Job Description:

Terabee designs and manufactures innovative sensors and solutions for the Smart Building market. We are leaders in Time-of-Flight sensing, sensor modules, embedded software, and ready-to-deploy solutions to help with building efficiency and occupant wellbeing.

We are now seeking a motivated and self-driven Marketing Intern to scale our digital marketing strategy and join our growing team! You will operate within a highly stimulating and international environment. You will be a team worker with a creative mind, a sense of initiative and a can-do attitude.

Role and Responsibilities:

In this role, you will enable the Marketing and Communications team to achieve its business and revenue goals. In particular, the role will include:

- Focus on paid growth channels by creating, executing and optimizing PPC campaigns on Google Ads
- Test and execute paid social media campaigns on Facebook and LinkedIn
- Create landing pages and improve UX, optimized for paid advertising conversion
- Support on execution of the communications calendar, focusing on uploading and keeping website content up to date
- Assist in the delivery of product launches. Create website product pages, conduct product photoshoots and keep up to date the corresponding documentation
- Assist in monthly marketing Key Performance Indicator (KPI) tracking and reporting
- Be an active member in relation with business planning and reporting of active campaigns
- Have an active role in creating social media posts and digital marketing campaigns and materials, and creating related content

Profile:

- Experience executing and managing Google Ads or Facebook advertising campaigns
- Experience using a CMS (ideally Wordpress)
- Suitable education (Bachelor's degree or equivalent), training or experience in the tasks related to this role
- Affinity for marketing disciplines and a customer-centric mindset
- Excellent command of the English language with an ability to communicate clearly and concisely in both written and verbal form
- You'll be structured and organized, able to plan and execute work on time and with a minimum of supervision
- An ability to multitask and show both enthusiasm and reactivity for learning new disciplines
- Experience or interest in content production and graphic design (e.g. preparing icons, GIFs, banners, short videos, etc in Creative Cloud) is an asset

This is a great opportunity to join a fast-paced company in a high-growth stage where opportunities for personal growth and development abound.

Please send your CV and a letter of motivation to careers@terabee.com with the subject line "Digital Marketing Intern". We look forward to receiving your application.