

## **Marketing Internship**

*Yays & Short Stay Group – Amsterdam*

We are looking for a passionate intern interested in joining our Marketing team. The team manages both Yays and Short Stay Group brands, ensuring that their different identities are well represented across online platforms. This is a unique opportunity to gain a broad perspective on the different aspect of Marketing.

### **As our new Marketing Intern you will:**

- Collaborate with the team in implementing the marketing strategy across different channels
- Collaborate on both above-the-line and below-the-line content creation (visual and textual)
- Distribute and monitor the performance of our content on the different channels
- Use a project-management tool to effectively manage tasks and coordinate with the team

### **Keep reading if you are:**

- Empathetic, pro-active, caring and curious
- Willing to learn and be guided, but able to show constructive initiative and critical thinking
- Digitally smart, always looking for the right way to make a process smoother
- Fact-oriented, able to support proposals with data, research and examples

### **You are ready to apply if you are:**

- In the 3<sup>rd</sup> or 4<sup>th</sup> year of a bachelor studies related to Marketing Communications, Digital Marketing, Tourism or Hospitality Management.
- Available 4 or 5 days a week for at least 5 months
- Proficient in English, impeccable in writing. Dutch, French and Spanish are a plus.
- Familiar with the whole Microsoft Office package, including Excel

### **You get extra points for:**

- Being allergic to typos and sloppy content; accurate and organised mindset
- Previous experience with the creation of digital content (especially on YouTube and Instagram), Community Management, managing Facebook Pages and Groups
- Awareness of SEO, CRO, CMS systems, data analysis and marketing research
- Interest in photography, video, and some experience with the Adobe suite

### **Does this sound like you?**

Email [work@yays.com](mailto:work@yays.com) with;

- Your CV, including relevant links to your online presence (and portfolio, if you have one)
- A cover letter of 250 words (in English).

