

## Internship offer

| Company Information                  |  |
|--------------------------------------|--|
| Name of the hosting organization (*) | GründerAtelier   |
| Company Description                  | <p>GründerAtelier is a creative space where high-potential Startups find the knowledge, funding and guidance for a successful launch. We partner with ambitious minds creating a prosperous environment, where the most innovative ventures can thrive.</p> <p>Our focus lies on those ideas at the frontier of innovation – by bringing in our expertise in finance and entrepreneurship as well as our reliable connections, we make sure that promising Startups can meet impactful investors, to reach their goals and scale.</p> <p>GründerAtelier is more than a company builder – we partner with creative entrepreneurial minds to help them realize their ideas, to fulfill their investment needs and scale.</p> |
| Company email address                | careers@gruenderatelier.de   |
| Company full address – Country (*)   | Gründer Atelier GmbH<br>Heddesheimer Str. 9<br>69469 Weinheim, Germany   |
| Company website (*)                  | <a href="https://gruenderatelier.de/">https://gruenderatelier.de/</a>  |
| Contact Person - Name and mail       | Gaby, careers@gruenderatelier.de   |
| Number of employees (*)              | 16   |
| Your organization is a Start Up? (*) | no   |
| Role Information                     |  |
| Title of the offer (*)               | ONLINE MARKETING INTERN  |
| Link to the source (*)               | <a href="https://www.jobportal.uni-leipzig.de/job/online-marketing-intern/">https://www.jobportal.uni-leipzig.de/job/online-marketing-intern/</a>  |
| Role (*)                             | <b>ONLINE MARKETING INTERN</b>   |

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| Industry (*)                                 | Start-ups   |
| Functional Area (*)                          | Online Marketing  |
| Location (*)                                 | Remote  |
| Main duties (*)                              | <p>Collaborate with Marketing &amp; Management team to design and implement the online marketing strategy for our social media channels: LinkedIn, Instagram, Facebook, and our blog on our website</p> <p>Manage day-to-day social media activities and create new content to boost our digital presence</p> <p>Write several creative blog articles in topics related to entrepreneurship, startups, healthcare, innovation, and more!</p> <p>Ensure ongoing tracking of social media metrics for continuous improvement</p> <p>Help us establish and shape our brand to reach clients within the investor and venture capital scene, specifically in the healthcare sector</p> <p>Work cross-functionally with other departments such as Human Resources, Design, and the Founders in ongoing projects and development</p> |
| What <b>the intern</b> will learn (*)        | Brand marketing, Designing and implementing online marketing strategies   |
| Further information                          |   |
|  |   |
| Duration (*)                                 | At least three months   |
| Working hours (*)                            | 20 - 40 hours per week  |
| Start Date (*)                               | immediately   |
| Apply by (*)                                 | No application deadline   |
| Date of publication (*)                      | ASAP  |
| Deadline of publication (*)                  | No application deadline   |
| Training bursary (*)                         | None, if internship is up to 12 weeks   |
|  |   |
| Candidate Category (*)                       | students  |
| Level of Education (*):<br>(BA/MA/PhD/Other) | All levels are welcome  |

|  |   |
|--|---|
| Field of Education (*)                       | Enrolled in your studies of Communication, Branding, Marketing, Management, or similar  |
| Willing to host person with disabilities (*) | Yes (work is done remotely)   |
| Language Skills (*)                          | Fluent in English, German is a plus   |
| Digital Skills                               | <p>If you are a digital native and you are both creative and strategic, then you're the perfect fit for us!</p> <p>Great understanding of social media marketing platforms (e.g. LinkedIn, Instagram, etc...)<br/>         Passion for creating posts and writing content<br/>         Eye for design and good storytelling, but also an analytical mindset to track marketing progress<br/>         Capable of adjusting the marketing strategy<br/>         Interest in the startup world and proactive attitude<br/>         Ability to work independently and maintain motivation while working remotely</p> <p>Experience in photo/video editing is a plus</p> |
| Other skills requested                       |   |
|  |   |
| Information for Application (*)              | <p>If you are excited about this job and you're ready to embrace the challenge with us, send us your application at <a href="mailto:careers@gruenderatelier.de">careers@gruenderatelier.de</a>!</p> <p>Please include in your application your CV, Cover Letter as well as your academic transcripts, indicating your earliest starting date and period of availability.</p> <p>We are looking forward to welcoming you in our team!</p>  |

(\*) Mandatory Fields

(\*) **Mandatory fields In Arqus colour:** Fields that go visible on the website. The URLs in brown don't go visible.