



Marketing Content Creator Internship (m/f/d)

Starting March/April 2021
Mandatory internship of 4 - 6 months.

Smart City System was founded in Nuremberg on 13 January 2017. Since then, the start-up has grown to over 45 employees and has already digitized more than 50,000 parking spaces in Germany. Our vision is to rethink parking and to provide sustainable mobility with our solution.

The **Marketing Intern** is tasked with generating content both in German and English to increase and nurture clients. This entry-level position requires an ambitious self-starter, someone that can think outside the box, and works well under pressure. The right candidate enjoys creating clever, targeted content and doesn't mind scouring the web for subject-related input and easy to use content creation platforms.

What you will do:

- Generate content that creates brand awareness, nurtures sales leads into clients, and keeps them coming back for more.
- Perform research on relevant smart parking topics and create enticing and informational social media posts.
- Assist in website updates and bring new layout ideas.
- Create learning and company presentation videos.
- Master sales and marketing processes from a startup perspective.
- Learn to use tools and platforms such as Abode Cloud and Wordpress.

What we expect:

- Excellent communication, interpersonal, and organizational skills. You keep your team up to date on all activities.
- Ingenuity and sales thinking for marketing materials, social media posts and campaigns.
- Fearlessness - willing to ask questions and learn by failing.
- An obsession with creativity and finding the tools to make your visions come to life.
- The courage to challenge the status quo when logic & reason require it. See something broken? Fix it.
- The intellectual horsepower and curiosity to deep-dive into marketing and sales intricacies.
- You are a full-time student and according to your study regulations are required to do a mandatory internship of 4-6 months.
- Native German and excellent English skills required.

Learn from the ground up how to create marketing content that works in a startup setting and build the foundation for your career with Smart City System!

Contact:
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