

## Social Media & Marketing Communication Intern (m/f/d)

Join our movement and vision for cities without traffic jams, less CO2 and therefore better air and quality of life for everyone by creating a new mobility experience to support a sustainable lifestyle!

You love to tell great stories that people love?

Are you passionate about social media marketing, market trends, copy writing and digital communication? Then we are looking for you to accelerate our marketing activities to build our brand appearance and to help us developing our market in Germany.

### Responsibilities

- Contributing to our market presence and to the development of brand awareness and online reputation
- Managing the creation and publishing of relevant, original, high-quality content on social media platforms
- Coordinating different marketing projects and campaigns at short, mid- and long-term
- Creating contests, and marketing promotions to keep customers engaged and expand the community
- Analyzing the community's behavior and segmentation in order to improve the content and targeting of social media actions
- Broadening our social reach by monitoring the general media landscape and identifying moments, relevant to our brands, where we can authentically participate and add value to the conversation
- Continuously employing "best practices" by monitoring trends in social media tools, applications, channels, design, and strategy

### Requirements

- Degree in business studies with focus on Marketing or a related field, and/or professional experience in startups, especially in community management
- Autonomous, polyvalent, you have a strong ability to adapt to the constraints and fast-paced environment of a startup.
- You are curious, open-minded and have a real thirst for learning
- You are very organized, disciplined and rigorous
- You have a hands-on mentality, you like to take initiatives and suggest ideas. You are also reactive and able to make decisions
- Creative writing style and excellent communications skills
- Excellent mastery of LinkedIn, Instagram, Facebook, TikTok and ideally more social media platforms
- Experience with image and video editing tools such as Adobe Photoshop, Illustrator, Indesign, Premiere, Final Cut, Sketch or Canva will be an advantage

- Interest in beauty and lifestyle related subjects and latest trends in social networks
- Experienced with MS Office Tools (Excel, Word...)
- Fluency in English
- Experience with user tracking and analytics systems
- Availability 6 month (at least 4 month) starting as soon as possible

## What's in for you

- An experienced, highly motivated and fun team to learn and grow together
- Have the flexibility to work from anywhere anytime: a great office, from home or even from the beach, we value work-life-balance to coordinate business, family and private stuff perfectly according your needs
- Of course you get a free Moovster Mobility Budget to get around
- And all this greatness comes with an attractive compensation package

## Our mission

At Moovster, we want to solve urban mobility towards more sustainability by creating a new mobility experience and creating a win-win-win situation for cities, city dwellers and companies with a new mobility platform. A flexible mobility budget from the employer enables the use of all existing mobility services as a real alternative to the own car or company car. The Moovster App additionally rewards particularly sustainable mobility decisions with attractive rewards, similar to Miles-and-More. Founded in the heart of Munich, we are driven by changing the way people move in big cities around the globe.

## Our team

We are a highly motivated multicultural team with a passion for technology, mobility and a modern, sustainable lifestyle. We don't hesitate to disrupt anything previously seen and try to use data and customer insights as the basis of all our decisions. We are constantly getting our hands dirty, we are close to our customers and we want to grow as a team with one focus: Creating an outstanding customer experience – and we can't wait having you on board! Join the Moovster movement!

## About Moovster

Moovster, a spin-off from BMW, is a technology startup in the field of mobility and now ready to scale. We are collaborating with big technology companies like IBM and our portfolio of happy customers spans several DAX 30 companies as well as other big size companies yet.

We are an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Diversity makes us better.