

Online Marketing Trainee (Erasmus+ traineeship)

Location: Bratislava, Slovakia

Start: March/April 2016

Duration: 5 months minimum

Working language: English

Company profile:

The position is for is a leading springwater and watercooler brand, delivering water to companies in Slovakia for more than 15 years.

Position description:

Intern will be responsible for web analytics and reporting; Optimizing webcontent; Analyzing online campaigns and activities; Creating, testing and optimizing campaigns for various channels as display, website, emailing and social media; Deciding targetgroups and perform analytics, user- and A/B testing.

Qualifications:

- English language
- Familiar with online product- and brand activation, internet content creation
- Familiar with website and social media customer behavior
- User experience analysis and testing
- Familiar with google analytics and online advertisement KPI's (CPC, PPC, CPA etc.).

Knowledge, skills and competence to be acquired:

Intern will gain skills in branding and advertising a B2B brand live, and measuring the effects of changes and actions. Working with KPI's, testing and re-developing creative to optimize performance of online activities. Using social media as a tool to optimize brand positioning and customer service, and learn the live effects of doing this with real customers. Work with a team of design, sales and local marketing experts to exchange experience, knowledge and explore skills.

Benefits:

- Daily meal vouchers
- travel expense reimbursement,
- additional online training courses if proven useful for the position.
- accommodation provided
- standard support by our team (pls check www.placementslovakia.com)

Interested candidates please apply by submitting an online [application form](#) at www.placementslovakia.com and state the name and number of this vacancy into the relevant field in the application.

We look forward to hearing from you!