



## Digital Marketing Intern

We're looking for an analytical, curiously creative, detail-oriented, data-driven marketing student. Collaborating with the management team you'll be deep in the trenches, creating inspiring content, optimising landing pages, championing our social media, and ultimately, helping us drive high-quality leads! You will develop, execute, and manage Nitrexo's digital marketing strategy from top to bottom, including lead generation, SEO/content marketing, SEM, PR, affiliate, social, and email. **Apply at [recruitment@nitrexo.com](mailto:recruitment@nitrexo.com).**

### About Nitrexo

Our purpose is to democratize engineering education and give it access to the most people in the world. We believe that all big problems in our beautiful planet, from poverty, gender equality, inequalities, climate change to name a few, can be solved and engineering is the driving force behind innovation. So, if we can multiply engineer's potential like we are doing with our know how and technology, we will help create a better world.

Nitrexo improves product development quality and productivity by standardizing, digitalizing, and automating Space engineering workflows. By partnering with Nitrexo, satellites and rockets manufacturers reduce development time of their designs by up to 50%, ensure good functioning of their equipment's under space condition, and extend their product lifecycle. Nitrexo already works with several leading Space organisations, such as the European Space Agency (ESA). Nitrexo's technology, the Digital Engineer®, is an AI-powered Digital Assistant accelerating engineering learnings, and allowing engineering students and professionals to build better and quicker products.

### About you

You are currently studying marketing, or business and are looking for projects where you can work with the latest digital marketing tools.

### Internship's description

- Design and implement lead generation strategies and campaigns
- Conduct tests, data analysis, and research to reveal revenue growth opportunities
- Manage metric tracking, reporting
- Produce social media content for our LinkedIn, blog and other various channels
- Develop video and text content from customer cases to use across channels
- Plan and execute digital marketing activities, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Managed and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Identifies critical conversion points and drop off points and optimizes user funnels
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

### Desired skills and expertise

You are a student currently pursuing a degree in marketing, business or related field.

- You have worked on and are passionate about Digital Marketing.
- You are fluent in English.
- You can work independently and take matters into your own hands.
- Ability to quickly learn new technologies and successfully implement them is essential.

### Benefits

- 100% remote, work from wherever you want.
- Internet & Phone up to €50 per month.