

Marketing & Communication

mandatory internship or working student (m/w/d)

SHIFT Mobility is a global platform exploring how future mobility will change the way we think, live and move. A curated convention that showcases cross-industries innovations and insights in a new format. A festival of ideas and experiences beyond traditional trade fairs

SHAPE WITH US THE FUTURE OF MOBILITY.

Become part of the Marketing & Communication team at SHIFT Mobility + take on the following tasks

- Support in the conception and planning of content for headlines and marketing copy + the composition of images and text
- Support in the development of communication strategies in cooperation with the CEO
- Challenging and optimizing the current marketing and content initiatives in collaboration with the CEO
- Idea generation for content generation as well as further development of the brand
- Writing own articles for online and social media
- Monitoring web traffic and user engagement
- Analysis of new product and customer segments with subsequent planning and implementation of innovative performance initiatives

Your profile

- You are enrolled as a student in the field of communication and media management, PR, Marketing or a comparable field of study
- Confident communication skills in German and English
- Experience in CMS, SEO and keyword research
- Passion for digital solutions as well as for numbers, data and facts
- First experience in photo and video editing
- Result-oriented work and openness to change
- Ability to work in a team and hands-on mentality
- Interest in the mobility industry and trends on the future of mobility

We offer you

- Independent work and freedom to contribute and implement your own ideas
- Varied and exciting tasks

Start: immediately

Duration: 6 months + option for extension

Location: Berlin + Home office

We are looking forward to your application.

Your contact person is Damla Cehnioglu – shift-mobilty@messe-berlin.de