

Vacancy

Marketing Communications Assistant

Group Communications & Commercial Development (GCCD) / Corporate Communications & Marketing

Intern - 40 hours/week - Amsterdam

Our organisation

Atradius provides trade credit insurance, surety and collections services worldwide through a strategic presence in more than 50 countries. Its products help protect companies throughout the world from payment risks associated with selling products and services on trade credit.

Unit / Team

As a Group function, GCCD / Corporate Communications & Marketing has the role to clearly and effectively communicate Atradius' business strategy, goals and initiatives, and the value of our products and services to internal and external audiences. We align country marketing communication initiatives with those of Group as a whole so that Atradius' visibility and brand recognition can be maximised. This is achieved through PR, advertising, publications strategy and online channels, regular contact with media and partners, surveys, and other corporate initiatives.

Job description

The intern role of Marketing Communications Assistant focuses on supporting the Group Corporate Communications & Marketing team, in particular with the operational digital and social media marketing activities of Atradius Group, with the objective to enhance Atradius' brand awareness and reputation as the leading expert in the industry in order to attract new customers and partners. This hands-on and diverse but challenging role requires a proactive attitude towards executing and delivering concrete digital marketing initiatives. It is a good opportunity for a student or post-graduate candidate to gain experience within an international corporate environment. The role has basic tasks and requirements as well as potential to gain further experience and responsibility depending on the candidate's progress, aptitude and ability.

This is an internship, full-time position (40 hours per week), for 12 months located at the Atradius headquarters in Amsterdam. A work permit for the Netherlands is a prerequisite for the internship.

Main responsibilities

The job will cover a variety of work supporting the various marketing communications functions including Social Media, PR, events, digital campaigns and other activities. Key responsibilities will include:

- Maintaining and improving content on the Group's website (incl. SEO)
 - Social Media monitoring
 - Updating Social Media calendar, drafting and posting messages through publishing tools
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- Researching Social Media trends and issues and presenting results to local managers
- Assisting with Social Media channel management and compliance with governance
- Assisting with on-going monitoring and analysis of digital marketing activities (e.g. KPI's)
- Reporting and analysing data with view to recommendations for improvement
- Liaising with suppliers as needed

Further activities may include:

- Providing general support for marketing and communication activities including internal activities
- Creation and content management of intranet messages
- Supporting various branding tasks and other Group marketing projects

Job requirements

- A good general grasp of business gained either through studies or other experience, preferably studying towards or having completed a marketing or business degree
- High motivation, independent thinking, proactive approach, hands-on and problem solving mentality
- A self-starter, happy to work self-contained, learning and researching unsupervised
- Proficient in English, written and spoken; additional languages are beneficial
- Team player with strong communication skills in written and verbal format, able to present and communicate information
- Intercultural awareness and culturally sensitive
- Good attention to detail, following instructions and procedures
- Computer literate, good MS Office skills
- Familiar with or a keen interest in digital platforms such as websites, social media, email, search engines, analytics tools, and intranets, and willingness to develop these skills
- Flair for writing
- Happy to undertake tasks which may be repetitive at times but are essential to the job
- Flexible and adaptable; able to cope with pressure and setbacks

What we offer

- A fun and challenging place to work: dynamic, transparent and informal
- A very international workplace
- An environment where our people can achieve personal growth
- Exposure to Corporate Communications and Marketing tasks in a dynamic international setting
- Hands on experience in digital marketing
- Excellent learning opportunities shaped in co-operation with you

Contact Person

Interested? Please send your CV and motivation letter to Claudia Petrușe (claudia.petruse@atradius.com).