

JOB DESCRIPTION

Title: **Marketing Communications Intern**
Reports To: Marketing communications manager
Level: Internship
Starting date: January/February 2024
Location: Amsterdam

Are you a real team player with a hands-on mentality and like to work in an international environment? Are you proactive and have good communication skills? Then you might be the Marketing Communications Intern we are looking for!

For our Marketing team, we are looking for a student who would like to do a work experience internship at Segway-Ninebot Europe, located in Amsterdam, for a minimum duration of 6 months.

Company Description

Segway-Ninebot Europe was founded by Ninebot/Segway Ltd. from Beijing, bringing together the brands Segway and Ninebot – both leading in electronic personal transportation. Both brands focus on research and development, design, manufacturing, sales and service in short-distance personal transportation, to increase the industry and to lead the revolution of micro-mobility solutions. Segway-Ninebot Europe opened its first European headquarters in Amsterdam in 2016. In 2021 we moved to a new office in Amsterdam West that supports our growth. To give you an example, last year we reached over 10 million produced KickScooters, a milestone that we are proud of and could only happen with team effort. For more information about us, visit www.segway.com

Working at Segway-Ninebot Europe

Entrepreneurship and **engagement** are some of the keywords that drive our company. A mix of hands-on mentality, the ability to set the right **priorities** and creative ideas lead to where we are now today. Next to that, the ability to be **accurate** to deliver our products on time with the best service to our customers worldwide. We are a dynamic **international company** and rapidly growing. You will be working in a relatively young international team which sometimes feels like a family. We are looking for **professionally committed** employees who can make a difference every day! We are **one team** from all over the world, **collaborating**, innovating and growing. Together. Do you want to grow with us? Please read further.

Scope & Responsibilities

In this position, you will work in the international Marketing Communication team for various tasks to reach the marketing communication goals of 2024. To reach this, we apply 360-degree marketing activities, starting from a product launch with different elements like executing campaigns, improving shop front communications at the retailer, support and improvement of the website, internal communications, and market analysis and seek for new (market) opportunities.

Specific Duties

- Support in organizing trade events & experiences
- Copywriting of newsletters, website texts and social posts
- Content management for marketing materials, like website, POS, guidelines
- Management of the dealer portal with images, documents and other marketing materials
- Support marketing in reports, analytics and creating presentations and agency briefings

- Develop Point of Sale materials like brochures, product displays and flyers
- Assist in creating marketing assets
- Analyzing sales points online

Qualifications

- Studying marketing, communication, (international) business or another related study on bachelor or master level at an accredited college/university
- Ideally in 3rd or 4th year or a Master's level
- Excellent communication skills, spoken and written
- Proficient in English (you will be working in an international team)
- Ability to interact with both external and internal customers at all levels and with different cultures
- Detail-oriented with a strong aptitude for problem-solving
- Talent for copywriting, long and short texts, creating content for POS material/website
- Strong analytical & computer skills; Excel & PowerPoint experience is a must
- Web-savvy, thorough understanding of social media is a pre
- Preferred, not mandatory: Basic knowledge of Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Acrobat)

Dimensions

- Flexible
- Adaptable
- Creative
- Able to think out-of-the-box
- High sense of responsibility
- Team player
- Hands-on mentality
- Pro-active
- Being able to set priorities
- Positive energy, optimist
- Good time management and the ability to work independently
- Good communication and social skills

What can you expect?

- Be part of this international organization in a dynamic environment and industry
- Opportunity to bring your marketing ideas to life in the whole Europe region
- EUR 400,- internship compensation per month (gross based for fulltime work)

Do you want to grow with us?

Please reply with your motivation letter and CV to job@segway.eu.com