

## Call for Digital Marketing Intern

The international headquarters of Erasmus Student Network in Brussels **is looking for a Digital Marketing Intern** starting end of June or early July 2021. This person will support the Partnership Manager in the following fields: digital marketing, account management, data analysis and others, according to the current workflow and action plan. At the same time, the intern will learn about the latest trends in digital and affiliate marketing, and the business perspective of an international NGO.

The Erasmus Student Network (ESN) is Europe's biggest student organisation, present in more than 530 sections at 1000 Higher Education Institutions in 42 European countries. It was founded in 1989, with the aim to support and develop student mobility. As part of its fundraising strategy, ESN partners up with international companies to offer many advantages to the members of the Erasmus Generation.



### Main tasks and learning outcomes

- Planning and execution of marketing campaigns for commercial partners.
- Creating social media posts and newsletters.
- Account management (communication with commercial partners on a daily basis).
- Maintaining ESNcard.org's CMS (Content Management System).
- Continuous data-driven analysis on communication channels performance and suggestion of improvements.
- Market research (finding new partnership and marketing opportunities).
- Provide support to the Partnership Manager, Project Teams and the rest of the ESN office when needed.
- Any other tasks or work the trainee would like to learn about as long as the capacity and expertise are existent within our pool of internal or external trainers.

### Why internship at the ESN Headquarters

- Casual, friendly, intercultural environment.
- Professional business approach of NGOs.

ESN AISBL

 Rue Joseph II 120  
1000 Brussels, Belgium  
 [www.esn.org](http://www.esn.org)

- Additional training opportunities in marketing and other fields of interest.
- Work using the latest tools and following the latest trends in digital marketing.

## Profile

- Analytical mindset with love for marketing and new technologies.
- **Highly proactive attitude.** Not afraid of proposing changes and taking ownership of the delegated tasks.
- Proactive in communication with commercial partners.
- Likes to work in teams and feels comfortable in an intercultural environment.
- **Passionate about online marketing.**
- Willingness to learn about different domains (data analysis, product development, sales...).

## Requirements

- Bachelor degree, or in the way of getting one, in Business Management, Marketing, Communications, ICT or related.
- Fluent in both written and spoken English. Copywriting proficiency is considered a plus.
- Knowledge of Excel or any other spreadsheet is considered a plus, but it is not mandatory.
- Courses or other previous training on marketing-oriented data science/analytics, social media, marketing, SEO and SEM are also a plus for your application, but not mandatory. Please do not forget to mention these in your cover letter and/or CV.
- Having experience in ESN as a volunteer is considered a plus, but not mandatory.

## How to apply

To apply, **you are encouraged to use the [ErasmusIntern.org website](https://www.erasmusintern.org)**. If this is not possible, please send a short motivation letter and CV to [applications@esn.org](mailto:applications@esn.org) **by the 12th of May, at 23:59 CET**. Interviews will be conducted on a rolling basis, so do not hesitate to apply as soon as possible.

## Terms and conditions

- Internship for a duration of **6 months (relatively flexible)**.

- We are looking for a candidate who can start **preferably on the 15th of June 2021**.
- **Must have an Erasmus Placement or any other internship agreement/scholarship.** Please note that this is an eliminatory requirement, as ESN does not have the means to cover any other subsistence costs other than the ones mentioned in the bullet points below. Self-maintenance of the trainee is not an option, as ESN is a strong advocate for fair and paid internships and follows The European Quality Charter.
- **Accommodation** costs of up to 400 EUR per month are reimbursed.
- **Transport costs** within Brussels are covered.
- Public Liability and Personal Accident Insurance are covered.

#### Additional important notes

- Please **double-check that you are eligible** for an [Erasmus+ traineeship grant](#) or any other traineeship programme that provides you with financial support **before applying**. Please note that this is an **eliminatory requirement**, as ESN does not have the means to cover any other subsistence costs other than the ones mentioned in the bullet points covered in the Terms & Conditions of the internship. **Self-maintenance of the trainee is not an option, as ESN is a strong advocate for fair and paid internships and follows [The European Quality Charter](#).**
- Interviews, either in Brussels or via Skype, will be conducted on a rolling basis, so **we strongly encourage applicants to apply as soon as possible**. The deadline set above will not apply should ESN find a suitable candidate before.
- All the aforementioned notes and programme options are full responsibility of the applicants. ESN will be happy to share information available, but the overall responsibility of the applications/eligibility-check for those and other programmes will be on the candidates.

For questions regarding the position, please do not hesitate to contact ESN's Partnership Manager Adam Shardob at [partnership@esn.org](mailto:partnership@esn.org) (for content-related questions) or Director Rasmus at [director@esn.org](mailto:director@esn.org) (for technical/administrative questions).