

Online Marketing/Social Media Intern

About Waymate

Waymate is a new journey planning platform. We want to take the pain out of travel planning from door-to-door and create great user experiences. Our site helps people who are overwhelmed with pages of irrelevant search results from different providers. Results are presented in a visual "timeline" that allows people to select the best travel options according to their preferences, at a glance.

Waymate was the winner of the „1st Smart Mobility Challenge“, and was nominated as „European Startup of the Year“ and „Best Travel Technology Solution“. We're a small but highly ambitious company with great product ideas. We'll bring innovation to the travel industry.

At Waymate, we want to seriously improve your travel planning experience, as well as put the fun back into it!

Your Role

As the newest member of the Waymate team, you'll be responsible for assisting with all marketing activity. You're someone who is analytical and can fine-tune content until it's 100% perfect. But you're also creative and brimming with ideas - and can execute them. Your job is to make sure the world understands, loves and uses our products. You'll also be finding new and innovative ways to reach new users, as well as keeping existing ones happy and coming back.

This position will be based at our headquarters in Berlin, Germany.

Responsibilities

- Assist with planning, developing and executing creative marketing campaigns that drive traffic and online conversion for Waymate web and mobile apps
- Connect with international and local users in such a way that is targeted, welcomed, and will ultimately encourage positive word-of-mouth about our platform
- Conceptualize and execute social media plans, strategies, and recommendations
- Community building: Use Twitter, Facebook, Google+ and other channels to actively engage a growing fanbase
- Assist with managing and implementing analytics, and determining appropriate metrics/KPIs for monitoring marketing performance
- Support the development and implementation of SEO/SEM campaigns
- Create and optimize content for various pages/materials
- Analyze and research keywords for various markets
- Assist with blog post writing, copywriting, editing and proofreading
- Contribute to building the brand both on and offline
- Providing a high standard of customer service through various channels
- Gathering and logging user feedback
- Be an ambassador for Waymate online as well as in person at events, meetups etc.

Requirements

- Bachelors degree required, business or marketing majors are a plus
- Good knowledge of web and mobile marketing trends
- Internet, mobile or startup company experience a plus
- Genuine interest in travel and transport
- Active and established social media presence, and a passion for social media and emerging web trends
- Strong proficiency with Facebook, Twitter, Pinterest, Tumblr and other social networks
- Naturally creative; able to provide original ideas and execute them
- Natural curiosity and exceptional attention to detail
- Confidence in tackling tasks, with the ability to work in an organised manner to meet important deadlines
- Experience and strong skills in SEO, SEM and social media marketing
- Excellent communication skills - you are a flawless writer and have the ability to create, proofread and edit content
- Highly analytical, with the ability to implement analytics and use the results to constantly measure and improve
- Comfortable in a small, intense and high-growth startup environment
- **Native German or native level German skills**
- Excellent level of English (office communication is in English)

Summary

We're looking for doers and makers. People with a real passion for what they do, and a desire to change the travel industry, for the better. We have a great office space in the centre of Berlin's "Silicon Allee" (incl. a pretty nice sun terrace with a paddling pool), an incredible team and a fascinating product with bags of potential. If that sounds like your kind of thing, then we want to hear from you.

APPLY NOW: send us your CV & tell us why you'd be the best person for the job - jobs@waymate.de. Please also include some writing samples (in German) if possible.