

At **fosera.**, we are passionate about innovative and reliable solar systems, designed for the 2 billion people still living without electricity. Our product range includes small solar systems for basic energy needs, such as lighting or cell phone charging, but also larger solutions for televisions or cooling devices.

We are a young company in the B2B solar business with headquarter in Ulm and subsidiaries in Thailand and Ethiopia. Our main markets are in Africa and Asia.

Join our team as:

Content Marketing Intern

You will be responsible for creating, improving and maintaining content to achieve our business goals. Your duties will also include sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices. Our ideal candidate is a motivated individual with creative thinking, problem solving and writing skills.

As a Content manager, you should perform well under deadlines and be detail-oriented. If you are also interested in content optimization and brand consistency, we would like to meet you. Ultimately, you should be able to oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.

Responsibilities

- Develop content strategy based on some already-defined goals, aligned with short-term and long-term marketing targets
- Collaborate with sales and design team to plan and develop site content, style and layout
- Create and publish engaging content
- Edit, proofread and improve posts
- Optimize content according to SEO
- Use content management systems to analyze website traffic and users engagement metrics
- Manage content distribution to online channels and social media platforms to increase web traffic
- Develop an editorial calendar
- Stay up-to-date with developments and generate new ideas to draw audience's attention

Requirements

- Studying business, marketing, communications or equivalent
- Good writing skills in English and German (we have an English native speaker for proof-reading, so no need for perfection!)
- Hands on experience with MS Office and WordPress
- Some basic technical knowledge of HTML and web publishing
- Knowledge of SEO and web traffic metrics (general awareness and willingness to learn, you don't need to be an expert!)
- Familiarity with social media and willingness to engage with community on social media
- Attention to detail
- Good organizational and time-management skills