

Digital Marketing

Barma is looking for a qualified intern to join our marketing team, which is located at the company's headquarter in Aarhus. The internship period is adapted to the company and your needs and will be started on an ongoing basis. As an intern in Barma's marketing team, you will contribute to the company's efforts to create a strong brand, increasing the company's awareness among customers, and creating new business opportunities.

During your internship, you will be required to work with other team members to develop digital marketing strategies, and other deliverables that help meeting specific client goals and objectives. You will also be responsible for generating content for a variety of media platforms such as Facebook, Instagram and LinkedIn. In addition to this, you will need to work on setting up and optimizing Google Adwords and SEO.

You should be prepared to work in a fast-paced team environment and will finish the internship having gained broad experience in various aspects of marketing.

What to Expect from Your Internship?

In your internship, your work assignments will primarily relate to digital marketing. The list below contains some of the work areas you will potentially work on in your internship. The detailed specification of work tasks is designed in a dialogue between you and Barma so that both your and our interests are met.

- Manage and update the company's marketing materials and reports.
- Plan marketing campaigns with the sales department, track, and evaluate performance.
- Set up Google Adwords, Instagram, Facebook, and LinkedIn advertising.
- SEO optimization.
- Market/Customer research and analysis.
- Content creation for social media, EDM (Email Direct Marketing), website and blogs.
- Preparing performance analytics reports for social media, EDM, etc to track and measure content effectiveness.
- Help with the planning and hosting of marketing events/webinars.

We are looking for an intern who possesses most of the following qualifications:

- Ability to multitask and take initiative.
- A proactive and can-do attitude.
- Ability to take direction and absorb information quickly.
- You love working performance-based and strive to achieve your goals.
- Familiarity with social media strategies and platforms.
- Must be familiar with Google AdWords, Facebook and Instagram.
- Must have a passion for marketing.
- Experience with content creation and graphic design is a plus, even if not professionally.

About Barma

Barma is a small and fast-growing innovative company. Our business model is to create a revolutionary digital learning concept delivered on a digital learning platform.

The company works with development and distribution of e-learning material, with an industry-specific focus on the hospitality industry.

We help the industry to be able to train their staff through e-learning, where there is an opportunity for learning industry-relevant knowledge.

Among our customer group, we collaborate with Smukfest, Fjord Line and HORESTA, where we offer e-learning that intends to create a competence increase for their employees. The platform currently has over 16.000 unique users and the growth potential is high.

We at Barma ensure a structured onboarding, so you can get into the work tasks as easily and quickly as possible. We have had quite a few interns over time, which has helped us develop our approach to good onboarding.

At Barma, we as an organization have a strong focus on employee well-being and thus actively focus on creating a positive working environment.

The corporate culture is, in addition to the professional dimension, characterized by presence, mutual respect and a friendly tone. As part of the active effort in relation to creating a positive working environment, we prioritize joint social events such as communal dining, sports activities during breaks, cinema trips and Friday bar.

The company is undergoing an internationalization process where both external communication and internal communication are transformed into English. Therefore, you can easily apply for an internship at Barma, if you can just speak and write English.

Barma makes extensive use of recruiting interns for permanent positions.

During the period, we assess your professional development and your integration with permanent employees. If your potential matches the company, we may offer you a permanent position after the end of the internship period, or when you have completed your education.

If this sounds like something for you, you can send an application and CV below. If you have questions about the internship, do not hesitate to call or write to us.



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