



Marketing Intern

(m/f/t) full-time Berlin

About us

Founded in June 2018, EDU is a brand of Digital Education Holdings Ltd. (DEH), a private institution for higher education with a vision to substantially increase the quality and accessibility of education.

In a world where technology is re-shaping the way we study and live, we want to harness technology as a tool to support continuous lifelong learning. Our aim at EDU is to make high quality education accessible to anyone in the world who is passionate about studying.

We are a dedicated team of founders, thinkers, makers and doers with a broad background in Medicine, Education and Technology. Although EDU is a young company, our team has proven track record of successfully building higher education online learning programmes for renowned global companies and organisations under the Candena brand as well designing medical programme, formerly under European Medical College (EuMeC).

EDU Medical, our ground-breaking programme, is disrupting the way medicine is studied. As the first College of Medicine of its kind, EDU Medical focuses on practical experience and problem-based synchronous learning in small groups in our digital campus and supported by the latest digital technologies. We partner with best-in-class teaching hospitals for practical training during clinical rotations. Our students start their practical (clinical) rotation within 10 weeks of starting their studies!

To ramp-up our growth, we are looking for a Marketing Intern.

Overview

As Marketing intern, you'll help lead the creation and execution of campaigns and initiatives that drive brand strength, fuel business growth and strengthen our connection with prospective students. The person in this internship role is comfortable in an "all hands-on deck" and fast-paced environment and loves solving problems.

What You Will Do

- You will support EDU marketing team in marketing activities targeted to acquiring new students and building EDU's brand via
 - Marketing acquisition campaigns
 - Brand campaigns
 - Partnerships
 - Events



- CRM
- Support in the website strategy and maintaining content for our website, blog, and social media sites
- Get creative and develop ideas on how to improve our messaging and support our prospective students in using their recruitment journey
- Be involved in creating and distributing marketing content, organising events, writing student success stories, and tracking performance marketing campaigns
- This role means taking ownership and having direct impact from day one!

What We Are Looking For

- First experience in marketing internships in FMCG, Tech, EdTech or equivalent industries in roles that include combinations of: brand management, integrated marketing communications strategy and execution, offline and online campaign
- Experience executing and managing multi-platform marketing campaigns including web, offline and social
- Creativity: have an eye for creative quality and great attention to detail
- Data-driven decision making: ability to initiatives based on the highest potential impact
- You have an unstoppable "can-do" attitude and you love to work in a team
- It is important to you to have your own projects and responsibilities
- Availability to start IMMEDIATELY. Minimum 3 months preferably 6 months internship
- Fluency in German and English

What We Offer

- An innovative business model and the opportunity to join a passionate team that is re-defining the Education ecosystem
- A world-class team from over 20+ nationalities
- The opportunity to develop your career and to learn by doing
- A very energetic work environment with regular team events
- and many more!

Apply now!

We are looking forward to receiving your application which you can send us to jobs@edu.edu.mt.

Diversity Commitment

To harness the power of innovation, EDU invests in the development of its diverse employees. We aspire to leverage the qualities and appreciate the unique competencies that each person brings to the company. EDU is committed to the principles of Equal Employment Opportunity and to providing reasonable accommodations to applicants with physical, sensory and/or mental disabilities.