



INTERNAL VACANCY

Division: GC Aesthetics	Location: Barcelona, Spain
Job Title: Digital Marketing Intern	Department: Marketing

Responsible to: Digital Marketing Manager

Purpose of Job (Summary)

- Assist the Digital Marketing Manager in managing and creating content for the GC Aesthetics social media channels, websites, digital ad campaigns and e-learning platforms.

Key Responsibilities

- Work with Digital Marketing Manager to refine social media strategy and best practices
- Assist in managing social media channels (Instagram, YouTube, Facebook, Twitter & LinkedIn) and editorial calendar to ensure content is timely, relevant, and engaging
- Keep up to date and informed on new social media trends and adapt accordingly
- Prepare weekly updates and monthly reports to track growth and success rates of campaigns
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Prepare weekly mass email communications to external stakeholders
- Assist with website copywriting, proofing, and updating as needed
- Analysis of website analytics and implementation of SEO improvements
- Creation of online trainings for both internal and external stakeholders

Qualifications / Experience

- A bachelor's degree (or currently enrolled student) in marketing
- Native English
 - Knowledge of either French or German is highly valued
- Ability to take initiative
- Excellent writing, editing, and proofreading skills
- Ability to multitask in a fast-paced environment
- Exceptional ability to manage details
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. Mailchimp, Google Analytics)
 - Adobe Creative Cloud experience a plus