



Rohrbeck Heger
strategic foresight + innovation

Marketing and Communications Internship

SUMMARY OF POSITION

We are seeking an ambitious intern to support the marketing manager in the planning, implementation and development of international marketing measures and campaigns, starting in March 2022.

As a marketing and communication intern, you'll have the chance to directly influence our Content and Marketing strategy, and to take on an important role in building our brand. You'll learn how to co-develop engaging content and use a broad range of media channels effectively. You'll have the opportunity to create and implement communications plans, initiate and manage social media campaigns, lead new communications initiatives, and help take our brand image to the next level.

KEY TASKS & RESPONSIBILITIES

As an intern at Rohrbeck Heger, you will:

- support the development and implementation of the communication and content strategy for our main channels: LinkedIn, Twitter, and our Blog/website
- manage day-to-day social media activities
- create content (articles, graphics, videos) for our blog and social media channels
- assist with the preparation and follow-up of events (both online and offline)
- support the implementation of SEO measures
- Measure effectiveness of implemented activities

REQUIRED QUALIFICATIONS & EXPERIENCE

- Preferably BA degree in Digital Marketing, Marketing, Communications or a related field.
- Knack for visual design and excellent writing skills
- Ideally experience in the professional service industry or B2B marketing
- Knowledge of MS Office, WordPress and photo/video editing software
- Excellent command of English (German is a plus)
- Excellent research skills
- Attention to detail



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WHAT WE OFFER

- A paid internship in a dynamic, flexible and international work environment
- Responsibility for challenging and exciting projects
- A corporate culture in which feedback and participation are desired
- Insight into various areas of a leading foresight and innovation consultancy

SUBMISSION & CONTACT

The current opening is for a full-time position in a hybrid work model (Berlin + remote).

We offer internships with a minimum duration of 3 months.

Please include your letter of motivation when applying for this role.

You can email it straight to:

Ulrike Hempel

recruiting@rohrbeckheger.com

FIRM PROFILE

With decades of experience in foresight consulting and research, [Rohrbeck Heger](#) is one of the world's premier strategic foresight consultancies. We build [future preparedness](#), helping [organizations](#) across the globe to anticipate change and make the right [decisions in highly uncertain environments](#).

Leveraging 15 years of experience in strategic foresight and building organizational future preparedness, we customize [our services](#) to meet our clients' needs for future-oriented strategy and innovation. We advise clients across industries – from energy and automotive to telecommunications and consumer goods – on how best to address and profit from disruption and transformational change.

We take strategy and innovation to the future.
We enable organizations to enhance their future-preparedness,
support transformation and create a prosperous future for all.