Digital Marketing Intern/Part-Time-Student for Fast-Moving Swiss High-Tech Company

Position:	Intern
Employment:	100 % - part-time possible
Company:	Bcomp Ltd., Fribourg, Switzerland
Starting date:	Earliest August 2022

Position Overview:

Bcomp Ltd. is a young and dynamic Swiss company specialised in the development, marketing, and sales of natural fibre composite solutions for high-performance applications. To reinforce our marketing team, we are looking for an intern or part-time student who is excited about digital marketing and search engine optimisation (SEO).

As an intern, you will be part of the marketing team and primarily in charge of developing and deploying Bcomp's SEO strategy. Your role will allow you to work independently to a large degree while you'll also be interacting closely with the rest of the marketing team. With external support, you will analyse the search engine performance of our website – utilising a host of tools like Google Analytics, Search Console, Data Studio and more – before setting up an SEO strategy and taking concrete measures. You will also support on other ad-hoc topics such as web content management through WordPress as well as optimising our YouTube presence.
This unique opportunity requires you to bring a strong willingness to learn about SEO as well as a healthy interest for digital marketing. We are looking for an intern that wants to join us for a minimum of 3 – preferably 6 months. While the main scope of this internship lies on search engine optimisation, this may vary depending on the length of the internship and your interests.
The position could also perfectly suit a part-time student who is looking for a longer commitment.

Main tasks and responsibilities:

- Website search engine optimisation
  - Have and/or acquire necessary skills and knowledge of SEO
  - Work with external support to analyse the website and to find the biggest potential for optimisation
  - Develop a strategy that covers all aspects from technical to on- and off-page SEO
  - Put in place technical and content-based SEO measures
  - Document the findings, actions taken, and processes
- YouTube optimisation
  - Optimise the Bcomp YouTube channel regarding its search engine performance
- Other marketing related topics

- Support the rest of the marketing team with ad-hoc topics as needed

Qualifications and Personal Qualities:

- Student in communication, digital marketing, or digital business administration
- Proven academic track record
- Fluent in English is a must, French or German an additional plus
- Interest in digital marketing
- Willingness to learn and apply everything about SEO
- Experience with WordPress as a CMS is a plus
- Able to work autonomously and share relevant information with the team
- Structured way of working with an ability to handle several projects in parallel
- Strong verbal and written communication skills
- Positive and energetic mindset – everything is possible

About us:

Bcomp Ltd. is a young and dynamic Swiss company specialised in the development, marketing and sales of natural fibre composite solutions for high performance applications. With a background in the Sports industry, we are now focusing on entering the Motorsports and Mobility markets. We develop sustainable lightweighting solutions based on natural fibres in close collaboration with our customers, in a fast-paced and entrepreneurial working environment. More information on www.bcomp.ch.

Our small, dynamic, and international team is working in a fast-paced, equal, and entrepreneurial environment. Each person takes responsibility for their work and contributes to a friendly work atmosphere with many laughs and a healthy appreciation for chocolate.

Do you want to take part in the adventure of a young, fast-moving company, which is in full development in the automotive sector? Come on board and contribute to the development of our processes and products with your technical and practical knowledge and take part in the amazing working atmosphere of our company. We happily invite you to send us your full application through: *workwithus@bcomp.ch*

Don't think that you fit this position but have some other outstanding skills? We are also always open for spontaneous internship applications in other marketing and business development fields. If you think you would be a great fit for our team, don't hesitate to reach out with your application.