

INTERNSHIP Marketing & Communications

For our head office in Gilze, the Netherlands we are looking for a marketing trainee (bachelor) to set up a Social Media Marketing Plan.

Our company

Axon Digital Design is a Dutch supplier of signal processing equipment for the broadcast (television) industry. It supplies equipment to companies like RTL, BBC, Sky, F1, Bloomberg and its products are being used at major events like the recent World Cup football and the Winter Olympics. 90% of its turnover is generated outside of the Netherlands.

The assignment

Axon uses the traditional marketing channels to reach out to its customers and has started to work with social media 2 years ago. This start was based on any research, strategy or policy. Axon is now looking for a trainee who can set up a Social Media Marketing plan. We would like to know the why (so should we engage with customers through social media), what would be the target group and what is the best way to approach them through social media, what is our image on social media, what would be the implications for Axon from an organizational point of view and what would be the budget involved, and to set up a system to measure the results (KPI's/ROI's).

Additional information

Required study: bachelor Marketing, Communications

Start internship: September 2018

Duration: 3 till 6 months

Compensation: € 350 per month based on 40 hours/week

Do you want to join our marketing team and have an interesting internship?

Please send your CV and motivation letter to marketing@axon.tv.

We are looking forward to your application.

For additional information, please contact Geert-Jan Gussen (Marketing Manager) or Margot Timmermans (Communications Manager) through marketing@axon.tv.