

# Digital Marketing & Communication Internship

Incize, a Belgian hi-tech/R&D start-up, is looking for a candidate who is in her last year of masters in communication, marketing or related fields.

No technical background is required, however an interest for technology is highly appreciated.

This is a full-time internship that requires dedication and discretion. The candidate has to engage to a strict confidentiality practice.

Today, we are a team of 10 members. Incize started in 2011 as a spin-off from Université catholique de Louvain (UCLouvain) in Belgium, one of the most prestigious universities in Europe and home to globally recognized laboratories.

The candidate should be prepared to work in a fast-paced and innovative/hi-tech environment, and will rapidly gain a broad experience in various aspects of marketing & communication.

## Role and Responsibilities

At Incize *challenges, ownership and opportunities* begin from day one. You will have the chance to play a crucial role in the set up and success of our digital marketing and communication strategy.

Your main responsibilities will include:

- **Assist** in building an **online marketing strategy**
- **Identify personas** and target market
- **Benchmark/ Best Practices** of Market Players in **Digital Marketing**
- **Manage** our **social media pages** on LinkedIn, Twitter & Facebook
- **Manage** our **Website and Google account**
- **Manage SEO and AdWords**
- **Organize** online events- **conferences- user groups**
- **Generate content** creation for our **newsletters**
- **Prepare reporting**
- **Identify Press Relation** opportunities
- **Pitch new & innovative ideas** to the management team

## Profile

- You are proactive & eager to apply your skills in a professional environment
- You are curious & passionate
- You speak **perfect English** and have a good level of **French**

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- You have some knowledge of Video/Picture editing programs & MailChimp.
- You have a good use of Microsoft Office (Word, PowerPoint, Excel)
- You are available for 4 to 6 months
- You are mobile and can reach Louvain-La-Neuve

### **What to expect**

You will be actively involved in the development of our business and will have your place as a member of our team from day one. You will have a rich opportunity to learn, develop and accumulate experience.

- A friendly, flexible and international work environment
- Lots of freedom and chance to show and execute your own initiative and ideas
- A genuine start-up experience
- Infinite opportunities to learn

### **Location**

Louvain-la-Neuve, Belgium

### **How to apply**

Please send your CV and a cover letter to **jobs@incize.com** with a subject line Digital Marketing & Communication\_2020\_surname.

Visit [incize.com](http://incize.com) to find out more.