

Junior Digital Marketing and Brand Assistant (Internship 12 months)

Group Marketing & Communication

Intern – 40 hours/week – Amsterdam / hybrid (minimum 60% in office)

Are you a recent graduate or soon-to-be graduate looking to kickstart your career with an internship in digital marketing and communications?

We have a 12-month traineeship / internship opportunity for an aspiring digital marketing professional based in Amsterdam. In this role, you'll gain hands-on experience across various digital marketing areas, including social media strategy, analytics, communications and brand management - building valuable skills to support your future career growth.

During your first months, you'll receive extensive on-the-job training, providing you with a solid foundation to pursue a career in digital marketing.

Responsibilities

Social mediemarketing

As a core part of your digital marketing responsibilities, you'll play a key role in executing and enhancing our presence on social media.

Your daily tasks will include:

- Content creation: You'll help bring our brand to life by drafting engaging captions and designing visually compelling assets. You must be competent in using Canva to produce high-quality images and layouts that capture our audience's attention.
- Video: You'll help shape our video content strategy by drafting scripts, editing clips, and brainstorming fresh ideas to improve our overall social media initiatives.
- Community management and engagement: You'll actively monitor audience engagement to foster meaningful interactions, and propose timely, on-brand responses to comments to ensure a positive experience for our online community.
- Planning and scheduling: You'll take ownership of coordinating our promotional calendar, ensuring content aligns with other initiatives across the department. You'll also conduct research and track campaign performance to help us understand what content resonates best with our audience.
- Technical coordination: You'll handle administrative tasks such as scheduling and posting content via our social media management platforms (LinkedIn and YouTube), managing team access to platforms, and overseeing our enquiries mailbox.

As a proactive team member, you'll have the opportunity to contribute your own creative ideas and make a tangible impact on our digital marketing efforts.

Brand management

Brand platform management

You'll help maintain and update assets on our digital asset management platform, create new portal pages and support the platform's redesign to improve usability.

Imagery development

You'll assist in further building our imagery database by sourcing and managing photos, collaborating with local marketing teams and contributing to internal photography initiatives and imagery guidelines.

Collateral development and rollout

You'll support the creation of branded templates for collateral.

General brand support

You'll contribute to branding projects, update existing guidelines and documents and provide back-up support for Brand Guardian queries.

Our ideal candidate

You're passionate about digital marketing, social media and branding, with a strong familiarity with platforms like LinkedIn and YouTube.

You'll have a creative flair and have hands-on experience with tools such as Canva and other video editing software.

You're a capable English writer who can craft compelling content and communicate ideas effectively - both in writing and in team discussions. Experience with generative AI is a plus and you're eager to integrate it into your daily work.

Beyond technical skills, you have a proactive and problem-solving mindset. You take initiative, identify challenges and propose creative solutions. Personal accountability is important to you - you take ownership of your work and ensure tasks are completed on time and to a high standard.

You're eager to learn about branding and digital marketing, and, ideally, you have some experience or exposure to branding, visual communications and digital asset management tools.

You also enjoy sharing your expertise, whether through training or consulting with colleagues, and thrive in a collaborative environment where you can contribute ideas and continuously improve processes.

By the end of the internship you'll have hands-on experience in brand and social media management, understanding both strategy and execution within a large organisation - and much more.

What we offer you

- Extensive hands-on experience in digital marketing within a dynamic, international environment
- A workplace alongside colleagues from diverse backgrounds and cultures
- Continuous learning opportunities to develop your skills
- Regular social activities and networking events
- A competitive internship compensation

About us

We're a global provider of credit insurance, surety, collections and information services, with a strategic presence in over 50 countries. The products offered by Atradius protect companies around the world against the default risks associated with selling goods and services on credit. Atradius is a member of GCO, one of the leading companies in the Spanish insurance sector and one of the largest credit insurers in the world.

You can find more information online at <https://group.atradius.com>