

FABSKILL - Internship - Community Manager

Missions:

Passionate and active on social networks, you participate, in direct connection with the founders, to the management and daily animation of social media communities.

Your missions:

- Ensure and keep a regular watch on HR topics, the news of your customers and changing trends and uses on social media (Twitter, Facebook, LinkedIn, Instagram etc.).
- Provide engaging text, image and video content for social media accounts.
- Analyze the monthly KPIs of the different channels.
- Moderate interventions and interact with communities to grow and federate members.

Required profile:

- Pursuing higher education in marketing / communication / HR (or higher education with digital specialization, communication Bac + 3/5).
- Have a real mastery of all social media and their uses as well as an excellent digital culture.
- Excellent writing skills.
- Sense of analysis and reporting, curious, creative, responsive and always connected.
- Written and oral proficiency in French (English would be a plus).

Duration : 2 to 6 months (PFEs accepted)

FABSKILL - Internship – B2B (Saas) Sales & Business Development

Missions :

In direct contact with the COO and CEO, you will be in charge of developing the marketing department of the startup..

Your missions :

- Develop, test, analyze the relevant levers: acquisition, traffic, promotion, advertising...
- Build an audience: SEO, Adword / Facebook Ad, LinkedIn, funnel conversion optimization, emailing, social networking, content management.
- Structuring processes: implementation of KPIs, definition of a strategy and a short / medium / long term roadmap, budgeting...
- Brand Marketing: positioning the product on the market and coordinating an adequate communication strategy.
- Prospect new BtoB customers .
- Follow leads until full qualification (define interest in the solution and make demo requests).

Duration : 2 to 6 months (PFEs accepted)