

All-Round Marketing Intern (Founders' associate)

Location: Amsterdam, Netherlands

Duration: Summer Internship (3 months)

Position Type: Part-time (3 days a week), Internship

About Us:

Terra maxima is a renovation consulting business dedicated to helping homeowners make their homes energy-efficient and sustainable. Our mission is to tackle complex energy-transition topics as digestible content and navigate its customers by giving them simplified choices that are well-thought through for their needs and preferences.

Not only giving them choices, but also we help our customers get their homes renovated. With our hand-picked, pre-screened installers and contractors who are reliable, we provide a planning that meets the customers' needs and guide them through the execution phase.

Job Overview:

We are looking for an enthusiastic and proactive Marketing Intern to join the Founder this summer. This is an excellent opportunity to gain hands-on experience in various aspects of marketing within a dynamic and mission-driven company. The intern will work directly with the Founder to implement a customer survey, develop detailed customer personas, build a strategy for marketing channels and content communications, and execute marketing campaigns.

Key Responsibilities:

1. Customer Survey Implementation:
 - Design and distribute a comprehensive customer survey to gather insights on customer demographics, preferences, behaviors, and pain points.
 - Utilize online survey tools such as Typeform to collect and analyze survey data.
 - Conduct follow-up interviews with survey respondents to gain deeper insights.
2. Persona Development:

- Analyze survey and interview data to identify key customer segments.
 - Develop detailed customer personas that reflect the characteristics, needs, and behaviors of our target audience.
 - Present personas to the team and refine them based on feedback.
3. Marketing Channel & Content Strategy:
- Research and identify the most effective marketing channels for reaching our target personas (e.g., social media, email, blogs, seminars).
 - Develop a content strategy that aligns with our business goals and resonates with our target audience.
 - Create a content calendar outlining topics, formats, and distribution channels.
4. Marketing Campaigns and Content Creation:
- Plan and execute targeted marketing campaigns to promote our services and engage our audience.
 - Monitor and analyze the performance of campaigns and content, providing regular reports on key metrics.
 - Suggest and implement improvements based on campaign and content performance and customer feedback.

Requirements:

- Currently enrolled in a Master's degree in Marketing, Business or a related field.
- Strong interest in energy-transition and housing market.
- Excellent communication and writing skills.
- Proficiency in social media platforms and online marketing tools.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Creative thinking and problem-solving skills.
- Ability to work independently and as part of a team.
- Fluency in Dutch and English (both written and spoken).

Preferred Qualifications:

- Previous internship or project experience in marketing or related fields.
- Familiarity with graphic design tools (e.g., Canva, Adobe Creative Suite).
- Experience with content management systems
- Familiarity in web designing

What We Offer:

- Deep engagement and learning experience with the Founder
- Full-cycle experience in various phases of marketing.
- Opportunity to contribute to a mission-driven company focused on sustainability.
- Flexible work environment with a mix of remote and in-office work.
- Internship fee of 300 euro per month (full-time 500 euro equivalent)

How to Apply:

Interested candidates are invited to submit their resume, a cover letter (or a video clip) explaining their interest in the position, and any relevant work samples (e.g., previous marketing projects or writing samples) to miyo@terra-maxima.com by 12th June.

About the Application Process:

We will review applications before the deadline and conduct interviews with shortlisted candidates. We look forward to welcoming a passionate and driven marketing intern to the company this summer!