

## Communication & Social Media Intern (CPS-GfK)

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Company: GfK

Location: Copenhagen

Category: business-and-financial-operations

### Description

The **Communications & Social Media Intern** will be responsible for assisting our communication to our panelists in primarily our Swedish and Danish FMCG () panel across our channels. Reporting to our Team Lead of Panel Management also based in Copenhagen, the Communications & Social Media Intern will join our small Nordics panel management team in an office of approximately 35 people.

### You will:

Manage our social media and online platforms – making content and answering comments and questions.

Assist in communication to our Swedish and Danish panelists, by writing newsletters, emails, SMS messages etc., and updating/improving our website – both regarding our communication and visual design.

Assist in Swedish and Danish recruitment procedures and try to find new ways to recruit members to our panels.

Create advertisement campaigns for our social media and have a passion for marketing.

Be a part of possible events and fairs with the team if necessary.

Assist with ad hoc tasks related to marketing, communication and tasks of more technical scale.

Get a deep insight into how a global company works and learn new skills you can use further on.

**You have:**

A proactive, hands-on mentality and can manage tasks, targets, and objectives by yourself.

Strong communications skills.

A confident and problem solver approach when in direct contact with possible panelists at fairs/events.

Business proficient language skills in English

Business proficient language skills Swedish and/or Danish.

An understanding of social media usage such as Facebook, Instagram, TikTok, etc.

Advantageous to have knowledge on advertising tools such as Meta Ads, Google Ads, TikTok etc.

Advantageous to have knowledge of design tools such as Adobe, Canva, Figma etc. to create visuals for communication.

**Employment:**

The employment is an unpaid Danish contract, with the possibility of an either full-time or part-time collaboration. The period and start of the internship are flexible, we are looking for you to join us autumn 2024. Our office is in Copenhagen at Ørestad. Easy to travel to by train/metro, also from for example Malmö or Lund, with a very good train connection over the bridge. We expect you to be at the office most of your working hours, but are flexible around especially busy times such as exams etc.

We offer you a great working environment at a global company with a focus on work-life-balance.

**Application:**

If you are interested in the position, please send us your application and your CV in English.

We are an ethical and honest company that is wholly committed to its clients and employees.

We are proud to be an inclusive workplace for all and are committed to equal employment

opportunity, focusing on all of our employees reaching their full potential.

We respect and value every employee regardless of race, ethnicity, gender, sex, sexual orientation, age, personality, experience, culture, faith, socio-economic status, or physical or mental disabilities.

We endorse the core principles and rights set forth in the United Nations Declaration of Human Rights and the Social Charter of Fundamental Rights of the European Union, promoting the universal values of human dignity, freedom, equality, and solidarity.

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