

# DIGITAL MARKETING INTERNSHIP

with a focus on content  
creation

We are looking for a digital marketing intern in Bali. Do you want to support our team and work in a tropical paradise? Join us for 4 to 6 months starting earliest January 2023!

Our story began in 2007 when two exchange students from Finland fell in love with studying abroad and wanted to enable life-changing experiences for students across the globe. Their vision was to create a simple and affordable way for international students to study in Asia.

Today after following our values for over a decade, we came far and enabled students to study abroad in Asia, Europe, and Latin America. To our great delight, over 10.000 students from over 100 countries and six continents have taken up the opportunity so far.

**DON'T WAIT AND JOIN US  
ON OUR JOURNEY!**

**Send your CV  
and Portfolio to:**

**nele@asiaexchange.org**



**ASIA  
EXCHANGE**

*For more information about us,  
please visit:*



**asiaexchange.org  
beyondabroad.org  
edunation.co**



## WE ARE LOOKING FOR:

- Strong spoken and written English language skills
- Experience and interest in social media (TikTok & Instagram)
- Good eye for photos and videos
- Excellent writing skills and pleasure in writing
- Creative and solution-oriented thinking
- Initiative and independently working
- Organizational talent, enthusiasm, and a willingness to learn
- Interest in student mobility and marketing

### Additional Experience and Skills

- Proficiency in French and German language, study abroad experience, Canva skills, WordPress or Elementor skills, and video/photo editing can be an advantage

## CORE TASKS:

### Content Writing

- Writing content for our blog (SEO articles, news, student experiences)
- Creating written marketing content for the website or print material
- Gathering student content from all our destinations (reviews, blog posts, interviews, and maybe your own creative ideas?)
- Interviewing students and generating testimonials
- Updating the websites (Asia Exchange & Beyond Abroad)
- Translating website texts and other marketing content (if you speak German, French, or Finnish)

### Marketing Projects

- Involvement in marketing projects (e.g., new program launches, influencer marketing)
- Market Research and benchmarking
- Get involved and start your own projects!

### Social Media Content Creation

- Taking pictures and videos in Bali
- Gathering student content from all our destinations (pictures, videos, reels, and your own ideas?)
- Support in improving the social media strategy
- Brainstorming and creating social media content for Instagram, Facebook, TikTok, and LinkedIn (TikTok videos, reels, writing posts content, stories, captions, student content)
- Connect with our exchange students from all destinations on social media
- Organizing student collaborations

### Other Tasks:

- Networking with students
- Join excursions, workshops, and trips here in Bali
- Supporting answering student inquiries of students on-site in Bali

## WE OFFER

- Modern, relaxed, and international work setting with young professionals in Bali
- Exciting and diverse tasks in an international company with around 21 employees where you see the results of your work
- A supportive environment for learning and succeeding
- A mix of remote working, visiting the campus or working in a coworking space
- Joining student activities (in your working time)
- Advance your skills in many areas and digital marketing tools



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