

Compulsory internship (“Pflichtpraktikum”) in social media and content marketing (m/f/d)

Location: Munich / remote

**Help us develop the market strategy for the next impact unicorn:
A digital mentor for the pursuit of happiness**

Would you like to work on something truly meaningful and help others find purpose and happiness in life? We are looking for **someone exceptional** to help us develop our **organic marketing strategy**, and **build our social media presence & content marketing** hands-on.

We are a team of experienced professionals that founded zentor (<https://zentor.de>) with purpose and passion. zentor delivers digital solutions and in-person workshops for personal development – serving as a mentor for the pursuit of happiness in life and work. We leverage scientific insights and proven techniques for lasting change to achieve our mission to foster individual happiness for a more positive society.

We’ve launched several great products, but are bootstrapped (i.e. self-funded) and need to become more visible to customers through organic marketing. For this, we are looking for an intern passionate about social media and capable of developing inspiring and profound content to help build the next zebra (aka impact unicorn).

Key tasks

- You develop the organic marketing strategy for our brand and core products (online courses, company workshops, webinars, etc.)
- You create content and marketing campaigns for blog and our social media channels on Instagram, Facebook, Twitter, LinkedIn, and email
- You help us build a growing follower base and online community, manage the daily social media activities and support us in expanding our blog

Skills required

- Creative writing style and excellent communication skills in German (preferably native) and English
- Previous experience with Instagram and other social media in content and community management or a strong expertise through personal use
- Pro-active, hands-on and professional attitude
- You are an enrolled student for a compulsory internship, preferably in Marketing, Journalism, Business Administration or Psychology

What we offer

- You collaborate directly with the founders on the big ideas
- You work on a meaningful cause and have direct impact
- A great team with decades of experience & a great start-up network in DE & UK
- Home office, flexible working hours
- Fair compensation

Please contact us at: regina@zentor.me