

## **Job profile: Digital Marketing Assistant**

**Location:** Malta

**Salary:** 75 euros per Month ( + incentives )

### **Company description:**

Main company based in Germany (Mainz) but we have a subsidiary in Malta. This internship takes place in Malta. ML Components GmbH is the premier distributor of semiconductors and electronic components.

Our extensive, worldwide supplier base offers our global customers quick access to difficult-to-find parts.

We are a strong and rapidly growing company with a competitive and energetic work environment.

### **Responsibilities:**

- Managing and creating content for multiple Social Media accounts, and posting according to the schedule.
- Generate potential leads through SEM and Key Words.
- Improving our website SEO and producing high quality backlinks.
- Conducting analytic reports using Google Analytics and other tools.
- Monitoring website performances.
- Assisting with Digital Marketing campaigns.
- Monitor, review and provide content for the company newsletter.
- Assist with Campaign videos and creating video content.
- Writing articles or blogs.
- Improving Brand awareness locally.
- Designing and developing line cards, flyers and Posters.
- Carrying out research projects on the industry and our competitors.

### **Education and Experience:**

- Business or marketing-related degree or equivalent professional qualification
- Relevant product and industry knowledge
- Microsoft office proficiency
- Relevant software applications skills such as Adobe Illustrator, Photoshop and Premiere
- Knowledge Keywords, SEO and Google Analytics
- Familiarity with Twitter, Facebook, LinkedIn and YouTube
- Interest Blogging or writing articles
- Web development languages are a bonus

### **Key Competencies**

- Strong level of both written and spoken English, other language is an advantage
- Good organizational skills and ability to meet deadlines
- Broad cultural knowledge
- Communication skills
- Organization and planning
- Strategic thinking
- Problem analysis and problem solving