

Are you fluent in more than one language? Acquire new skills and increase your future opportunities as a **Communication/SEO Intern at AW Media**

No online
experience
needed

AW Media is now recruiting multilingual interns, with a passion and talent for communication, copywriting and search engine optimization. Candidates with little or no practical experience within marketing are welcome to apply, as you will receive access to our comprehensive and thorough training program. We are continually expanding and growing as a company, often recruiting from amongst our interns.

We're especially (but not solely) looking for interns who are fluent in the following languages:

- Swedish
- English
- French
- German
- Italian
- Spanish
- Dutch
- Norwegian
- Finnish
- Danish
- Portuguese
- And more...



Internship

During the internship period you will, amongst other things:

- Complete AW Media's SEO training program and finish with a diploma certificate. The program has been developed over five years and consists of a combination of blackboard teaching, interactive learning and practical completion of training-related tasks. There is a particular focus on online communication and SEO, but we also offer modules in:
 - Technical SEO
 - Google AdWords
 - Google Analytics
 - Online Marketing Strategy
 - Social Media
 - Content Marketing
 - Display, Remarketing and Video
 - Conversion Optimization
- Have help with achieving a Google Analytics Qualified Individual certificate (<http://www.google.com/analytics/faq.html>)
- Work with internationalizing one or more of our leading Danish websites.

After the internship you will:

- Be able to influence a website's search engine ranking on your own.
- Have an insider understanding of how the most important online channels function together.
- Be able to use Google Analytics professionally.
- Have an overall understanding of Google AdWords.
- Improve your resumé
- Gain important online-skills
- Put your theoretical knowledge into practice, while supported by industry experts

We can offer an exciting internship in a creative and international business environment, starting for 4-6 months (or upon agreement). You will immediately be included in our team of online specialists. The first two weeks are an introduction period, where you will learn in depth about SEO, as well as the tasks you will be working with during the course of your internship. You will also receive a thorough introduction to AW Media, our products and our key competencies.

The internship will consist of copywriting

and compilation of online communication in connection with search engine optimization within a variety of different branches. Research will be an important part of the job and you will work independently with many responsibilities and thorough training. Our standards are high and we will challenge you creatively and in terms of communication. Experience and interest in SEO is a bonus, but not a requirement.

Working hours are generally 37 hours per week, but this can be adapted around your studies. Lunch will be provided and paid for

by the company.

After finishing your internship, you will have markedly increased your competencies and knowledge within online communication and SEO, as well as online marketing in general. After thorough training from us, you will be able to follow our work with Google Analytics, AdWords, landing page optimization and much more.

Your profile

We are looking for someone who is multilingual and passionate about online marketing and written communication.

Need to have:

- Fluent in one or more languages, in addition to Danish or English
- You are studying a degree at bachelor or master's level
- You are good at writing and have a wide and varied vocabulary
- You are eager to learn
- You work well in a team
- You have a flair for marketing and you are a quick learner
- You can work both as part of a dynamic team and independently, with a large amount of individual responsibility

Nice to have:

- Experience with SEO or other online marketing
- Skills within web design and Photoshop
- Knowledge of HTML and web programming

Apply

Send a motivational letter and CV to Mark Thorsen at info@aw-media.dk. Please write “GL-Multilingual Communication/SEO Intern” in the subject field, and list the answers to the following questions at the top of your e-mail:

- What is your mother tongue language?
- Are you fluent in English?
- Are you aware that the internship is unpaid?
- What is the ideal internship period for you (start date/end date)?
- Where would you be living during the internship?
- Are you currently studying or completing a higher education course?
- Are you looking for a full time internship?
- How do you feel about desk-research and copywriting?
- What would be the single most important thing for you to learn at AW Media?

If you would like more information about the internship you can contact [Mark Thorsen](#) on [+45 7070 2870](tel:+4570702870)

Deadline: Our recruitment process is ongoing and we are flexible and willing to adapt for the right intern.

Comments from previous interns



Peter Hagerfors

Cand.merc.IMM (International Marketing & Management),
Copenhagen Business School (CBS)

"I started my four month internship at AW Media in April 2014. Getting the opportunity to do an internship in online marketing was ideal for me as I'm interested in IT and marketing. I had limited experience with SEO, but it turned out that it was not a problem since I quickly got up to speed due to AW Media's in-house learning modules combined with the independence I got when deciding on my work tasks.

During my first months at AW Media I learned a lot about both on-site and off-site SEO. On-site SEO is about creating content on the site. For example, I learned how to create well structured and engaging content using not only written language but also other tools such as infographics and pictures. Off-site SEO is primarily about getting valuable in-bound links from other websites by engaging with them (for example by writing articles).

During my internship AW Media launched the SurveyBee brand which is a service that connects potential respondents to different survey panels. I started working with SurveyBee and I was soon responsible for the social media marketing. My work tasks include finding promising market segments and communicating with them in new and appealing ways. It's a constant challenge and it's an area where you never stop learning!

During my internship I gained valuable experience in areas that I never would have encountered in my studies. On top of that I was offered a full time position when I finished my internship. AW Media has an international working environment filled with young and talented people and I'm really happy to be a part of it! "

"The one thing I value absolutely most at AW Media is the possibilities to develop your current abilities and learn more from all experienced people at the office. I started as an intern in June of 2014 to work with the Swedish market in terms of copywriting and SEO. I soon learned how to plan and manage my own tasks with good help from colleagues and interesting workshops.

Before I came to AW Media I didn't know very much about SEO. Soon I learned more, and there is always someone to ask when in doubt. For those who like to take responsibility and manage their own work, while being supported with seminars and helpful colleagues, this is a place where you have an ability to grow your knowledge and skills. One part I really enjoyed was to start a website from scratch and see it grow - and it still is growing! The insight of how the websites are developing is really adding extra value for the work you do.

Being at AW Media is an international experience, as people at the office comes from all over the world. We might be in Denmark, but I would say English is the prominent language at the office. I have really come to terms with being comfortable working and discussing in English within a professional environment - which always has been a wish of mine.

As my internship came to an end, the Swedish sites had grown and I was offered a job at AW Media. My days are compiled with everything from online marketing and strategies to copywriting and customer service. I'm constantly faced with new challenges and opportunities to be explored, supported by a team of great people.



Karolina Örsta

Bachelor's Degree in Media and Communications, University of Gothenburg

Comments from previous interns



Micaela Torterola

MSc in E-Business, Copenhagen Business School

"I finished my bachelor in Business Management in Buenos Aires and quit my job to come for international work experience. I started my internship in AW Media in July 2014 and since January I started working part time as Marketing Coordinator while I study MSc in E-Business at Copenhagen Business School.

During the internship I was not only introduced to SEO and online digital marketing but also to a nice and international (I come from Argentina!) group of people. I have been working with lead generation sites in the UK, which I find interesting and challenging as there is a lot to be done and there is space to innovate and propose your own ideas.

Although I have worked in marketing before, it has only been in bigger companies where there is not a lot of space for creativity. In AW Media you will be encouraged to come up with your own suggestions to build successful projects. You will gain technical knowledge with the weekly learning modules, which you will then use for your assigned project. Although you will start with doing a lot of copywriting, you will end up with greater responsibilities and very interesting projects. However, how much you get engaged and how much you will learn greatly depends on you and your curiosity. The working atmosphere is very nice and welcoming, and team working is essential!"

"I have started working at AW Media as an intern in June 2014. At that time I was craving to get work experience after five years of studies and the position offered to me really fulfilled my need. I got challenged from day first with interesting tasks that allowed me to deepen my knowledge in online marketing and at the same time strengthen my ability in sales. In doing so, I have received full support from experienced professional that guided me throughout all the learning process and I felt encouraged each and every day to express my potential and share my ideas.

At Aw Media I have also found an international and dynamic work environment where I have been able to enhance my ability to work in a team and where I had the chance to grow my cross cultural sensitivity.

At the end of the internship I was offered the position of Account Manager in the consumer division which I have accepted with great joy. I am now in charge of managing the accounts of a whole department and at the same time generate new sales with partners located all around the world: I must say it, I love my job!

Today, I come to work with the same enthusiasm as my first day and I am happy to be part of a company that keeps on developing around me."



Alberto Mario Schena

Cand Soc. CBP (Creative Business Processes), Copenhagen Business School (CBS)