

Digital Marketing Intern

Responsabilități

With this role you will be part of the R&D center in Novi Sad, functionally operating under Commercial & Special Vehicles business area, under which the well established VDO brand is located. You will be a part of the Global Marketing team and have a chance to work in an international team, being involved in various commercial & special vehicles topics.

Mainly, your tasks will revolve around ecommerce & product marketing, lead generation & social media management. This internship includes education on the relevant technologies & platforms mentioned in your day-to-day tasks.

IN YOUR DAILY WORK, YOU WILL:

- Assist in setting up digital campaigns across Google Ads (Search, Display & Shopping) and Meta Ads (Traffic based, etc.)
- Support in maintenance & content development for Social Media (Facebook & LinkedIn) within Hootsuite & the Global Editorial Process
- Prepare monthly reports on the performance of paid ads, segmented per product
- Assist in keyword research via Semrush and Google Keyword Planner
- Use & extract insights from Meta Ads Manager, Google Ads & Google Analytics
- Support in setting up the tracking infrastructure (UTMs)
- Support in content creation (text & display) for ads & social media
- Support the administration of our Fleet VDO websites
- Documentation of processes and updates in Confluence
- Work in a global & international team

Cerințe

- Currently pursuing or recently graduated in Marketing, Communications, Business Administration, Psychology or a related field
- Basic understanding of digital marketing platforms and tools
- Excellent communication skills, both written and verbal
- Advanced knowledge of the English language
- Familiarity with Microsoft Office Suite and comfortable learning new software/tools.

WOULD BE A PLUS:

- Any Google Ads certification (Search, Display, Video &/or Shopping preferred)
- Any Meta Ads certification (Digital Marketing Associate preferred)
- Content Management System experience (WordPress, Drupal, Umbraco...)
- NGO/Student project experience with Content writing &/or Digital marketing
- Knowledge of any of the following languages: German, Swedish



ID poziție
REF10954E

Domeniul de activitate
Marketing & Vânzări

Locatie
Novi Sad

Persoană juridică
AUMOVIO Serbia d.o.o. Novi Sad

and/or any Eastern/South-Eastern European language

Oferta noastră

WHAT WE OFFER

- Paid internship
- Flexible schedule
- Mentorship program
- Travel allowance
- Comprehensive training on the job

Ready to take your career to the next level? The future of mobility isn't just anyone's job. Make it yours! **Join AUMOVIO. Own What's Next.**

Despre noi

Since its spin-off in September 2025 AUMOVIO continues the business of the former Continental group sector Automotive as an independent company. The technology and electronics company offers a wide-ranging portfolio that makes mobility safe, exciting, connected, and autonomous. This includes sensor solutions, displays, braking and comfort systems as well as comprehensive expertise in software, architecture platforms, and assistance systems for software-defined vehicles. In the fiscal year 2024 the business areas, which now belong to AUMOVIO, generated sales of 19.6 billion Euro. The company is headquartered in Frankfurt, Germany and has about 87.000 employees in more than 100 locations worldwide.