

Social Media & Paid Ads Intern

Your tasks

Commercial & Special Vehicles (CSV) business area, within which Continental's subsidiary VDO operates, accommodates the specific requirements of the commercial vehicle, special vehicle and aftermarket sector. Our solutions for fleet management effectively facilitate everyday management for fleet operators and drivers and enable them to cut costs, optimize routes/distances and make more effective use of working hours. Knowledge gathered from the partner workshops and dialogue with fleet managers and commercial vehicle manufacturers flow into the VDO fleet management programs, peripheral devices and services, helping to ensure efficient fleet management.

With this role you will be part of R&D center in CSV business area, VDO Marketing and work in an international team being involved in a wide commercial vehicle topics, but most importantly on the Mobility Package 1 based topics in EU & Non-EU countries. This internship includes education on the relevant technologies & platforms mentioned below.



Job ID
REF2832I

Field of work
Marketing and Sales

Legal Entity
**Continental Automotive d.o.o.
Novi Sad**

IN YOUR DAY-TO-DAY JOB 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 & Metricool
- 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
- Support the administration of our Fleet VDO websites
- Documentation of processes and updates in Confluence
- Work in a global & international HQ tea

Your profile

- 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.

NICE TO HAVE:

- 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 Italian, French, German or any Eastern/South-Eastern European language

Our offer

WHAT WE OFFER

- Paid internship;
- Travel allowance;
- Flexible schedule;
- Mentorship program;
- 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.**

About us

Continental's Automotive group sector is expected to be listed as independent company "AUMOVIO" in September 2025. With ~93,000 employees worldwide and annual sales of ~€20 billion, we are entering an exciting new era.

AUMOVIO stands for highly developed electronic products and modern mobility solutions. In addition to its strong market position with innovative sensor solutions, displays, and technologically leading braking and comfort systems, AUMOVIO has significant expertise in software, architecture platforms and assistance systems for the rapidly growing future market of software-defined and autonomous vehicles. Our purpose is clear: to make future mobility safe, exciting, connected, and autonomous.