

www.thecarehub.ro

Title: **Marketing Intern**

Type: two months full-time internship, unpaid

Reports to: COO

Location: Timișoara

Accommodation: you have the option of free accommodation just outside Timisoara (5-min drive to the office or 15-min bike ride) but we understand if you'd like to live in the city.

### **About us**

The Care Hub (TCH) is an ambitious tech start-up based in Timisoara. TCH delivers people-care services in a safe, timely and reliable manner. We aim to connect people of all ages in need of care (children, elderly people, people with disabilities) with recently retired people in need of meaningful activity and an additional income through a mobile application.

Our mission is to increase users' quality of life and increase social inclusion of recently retired people.

Our core team includes

- Mona, our founder, whose passion for helping the elderly combines with 10+ years of strategy consulting experience in the Middle East, Africa and Eastern Europe to produce a unique drive and clarity of direction
- Despina, our COO, who brings the social entrepreneurial spirit from her 5+ years with NESsT ([www.nesst.org](http://www.nesst.org)) and her personal charm and discipline to create order
- Emanuel, our app dev guru, who's gathered an impressive number of achievements at a very young age (he's mid-way through his 1<sup>st</sup> year as a university student) – his recent participation in the finals of Zero Robotics being just the latest.

Through a combination of personal and EU funds (awarded Start-up Nation funding in 2017), we're covered for the first 3 years of operations.

### **About the role**

We strongly believe in providing the highest quality service executed in the most efficient way. We deliver on our mission of providing people-care services in a safe, timely and reliable manner and we are ready to invest the time and effort required to keep our promise to our customers (people in need of care) and suppliers (retirees looking for meaningful part-time opportunities). The **Marketing Intern** will join the growing team to work on a variety of topics ranging from content (Social Media, website, media

releases), partnerships & events, develop and implement marketing campaigns. The ideal candidate is creative and has outstanding abilities to craft impactful content and is keen to execute marketing campaigns to improve brand awareness and business metrics for a fast growing and impactful start-up.

### Why work with us

- Building a start-up is challenging (we surely know that) but every member of the team (including you) is encouraged to be part of finding solutions and implement them. You will be exposed to various start-up dilemmas and you will get to see the big picture beyond your own role. You will interact with the whole team, professionals with various background and experience and you might even get to engage in other areas if you'd like to.
- You will have a high level of autonomy and you will be encouraged and supported to put your creative ideas into practice.
- If that doesn't convince you, we must tell you what a great and inspiring office we (will) have (we're currently renovating it). Our office was designed by an architecture student as part of a Design Competition we have organized recently ([here](#) are the three finalists) and we share it with two other teams leading high impact initiatives: [Asociatia Ceva de Spus](#) (here is one of their great event, [ROVINHUD Wine Show](#)) and Asociatia De Partea Ta. You can find out more about advocacy for people with various (dis)abilities, learn how to appreciate good wine or even get a few tips on cooking healthy meals 😊

### What you will do

- Build and manage content across the editorial cycle, including copywriting, execution, measurement, and reporting
- Execute campaigns from concept definition, content creation and execution
- Analysis: Quantify everything you do. Utilize data-driven decision making to improve the performance of our marketing and promotion efforts. Help drive our promotional strategy.
- Document everything. The takeaways from TCH today will pave the way for growth in other markets in Romania or abroad
- Develop online and offline marketing activities and seek opportunities for continued growth & efficiencies
- Identify strategic partnerships to grow the TCH brand and build awareness in Romania
- Identify and engage with community and brand advocates

### Who will you be working with

- You will be working directly with our CEO but also interact daily with the rest of the team

### What we are looking for

- Available for minimum eight to twelve (8-12) straight weeks, starting from June-July until the first week of September
- Self-driven and self-motivated with outstanding organizational skills, integrity, and great follow through on tasks
- Passion for social media - experience at creating and leading content with some large social presences is a plus
- Creativity and curiosity as you'll have the opportunity to influence our campaigns and partnerships
- Ability to project-manage and multitask, working with cross functional groups and external third parties as required
- Great interpersonal skills to work effectively across multiple teams in a fast-changing environment
- Robust/active online presence and familiarity with social media (Twitter, LinkedIn, Facebook, Instagram)
- Attention to details and flawless Romanian language skills (both oral and written) is mandatory, as you will be managing our public interactions and we expect nothing less than outstanding work.
- Proactive mindset
- Writing background is a plus (i.e. experience blogging and/or editing)
- Influencer amongst friends and community is a plus
- Word savvy. You have exceptional writing skills and can craft everything from emails and blog posts to presentations and press releases, easily adjusting your tone/voice accordingly.
- A bachelor's degree or ongoing studies in business, economics, finance or any science- related fields.
- Good command of English language is mandatory

### To apply:

- Send an email with a short letter of intent and your CV at [recrutare@thecarehub.ro](mailto:recrutare@thecarehub.ro). You can write us in Romanian or English, whatever you prefer.