

Digital Marketing (TikTok) Student Assistant

Do you have a passion for Sports & Outdoor?

Do you know how to adapt to a challenging environment?

Are you passionate about social media and digital marketing?

Apply now and become part of our great team at DANISH ENDURANCE!

We are looking for a talented and ambitious Digital Marketing (TikTok) Student Assistant to contribute to the continuous development and growth of our brand of endurance and outdoor gear.

WHO IS DANISH ENDURANCE?

DANISH ENDURANCE is a global endurance & outdoor brand within e-commerce. With a focus on Danish design and sustainable manufacturing in Europe and Asia, we are a young high-growth company, with a flat structure and a friendly, dynamic working environment. We are a truly international team consisting of 60 professionals with 25 different nationalities based in Copenhagen at Holmen and Gramrode near Horsens. We have a scalable and unique business model, our ambitions are rocket-high, and we strongly believe that everything is possible. That is why we need you!

WHAT CAN YOU EXPECT FROM THE JOB?

As a Digital Marketing (TikTok) Student Assistant, you will be working in our international website team consisting of professionals within e-commerce strategy, email marketing, PPC and more. Your main responsibility will be within growing our organic presence on TikTok, where you will play an integral role in increasing brand awareness and engagement. This will involve idea and content generation, community management and paid campaign management. Once this task is mastered, you will also have the opportunity to expand our paid advertising on platforms like Google, Meta, and Bing. You will work in close collaboration with our Head of E-commerce and PPC Specialist.

WHAT DO WE EXPECT FROM YOU?

You will be responsible for idea generation, content creation, as well as tracking and analyzing KPIs across TikTok. Your ability to extract meaningful insights from data and translate your takeaways into content and campaigns will help us reach our goals. You will be at the forefront of developing and implementing our strategy on TikTok. Your creativity, curiosity, and ability to think outside the box will help us capture attention, engage audiences, and drive conversions.

QUALIFICATIONS:

- Ideally, you are in your last year of undergraduate studies or the first year of your Masters
- Proficient skills in English required (more languages are a plus)
- > Proven experience with TikTok organic growth
- > Experience with e-commerce and paid digital marketing is a plus but not required
- Proactive and comfortable with working in a fastpaced environment
- Ambition and interest in becoming one of the best within e-commerce and digital marketing
- > Data driven and analytical skills
- Passion for sports is a bonus

ADDITIONAL FACTS:

Weekly working hours:Part-time (15 hours at the office)Location:Copenhagen Holmen, at Talent Garden Rainmaking (great office atmosphere)Deadline:We will review applications on an ongoing basis, the sooner you apply, the betterStart date:As soon as possible

HOW TO APPLY:

Please send your application letter and CV in one document to nvb@waternlife.com via e-mail in case you have any questions Read more about DANISH ENDURANCE at www.danishendurance.com