

Company Description

Would you like to take part in a marketing internship in a robotic startup born from the EPFL?

Would you be part of a growing sector that has a real impact on education of computer science and technology skills?

Aren't you afraid of working with very little supervision?

Would you like to put into practice and capitalize on all that you have learned about marketing and communication and have a real impact on the business?

If it sounds like you please do not hesitate to send us your curriculum!

Since its creation 10 years ago, the Mobsya Association (mobsya.org) aims to support digital education by giving access to robotic technologies. Its flagship product, the Thymio mobile robot (thymio.org) has achieved a unique breakthrough into computer science training and other subjects in compulsory and post-compulsory education. Integrated in the most widely used school manuals in France, in the official teacher training in Switzerland, and in major projects in all of Europe, this tool has become an unmissable element of digital teaching.

This success is due to several characteristics. It is the fruit of an open-source research and design work which fosters creativity regardless of age or gender, which is easily repairable, and which offers access to a wide array of scientific concepts and activities, developed by a community of teachers and pedagogues.

Mobsya is based in Renens, near Lausanne and has close interactions with EPFL.

We are looking for someone based in Lausanne Area who speaks French and English.

General Purpose

We are looking for an energetic and self-motivated Marketing Intern on (a full-time basis) to join our Association starting the 1st of July 2022 for 6 months. It is a very varied and exciting internship , as you get a good overview of the individual areas of the marketing activities. You will assist in planning, coordinating, creating and executing marketing programs to support organizational objectives. The trainee will be trained on our industry, Association and products and report to the Business Development Manager and her hierarchy.

Main Job

Duties and Responsibilities

Design and develop marketing materials such as flyers and other corporate brochures and marketing collateral as well as to prepare detailed promotional presentations.

Draft press and media releases in relation with the Roteco team of EPFL. Help prepare and conduct product presentations. Help with the planning and hosting of marketing events and participate in marketing events remotely and physically when it is possible.

Execute direct marketing campaigns and prepare online marketing campaigns.

Design and present new social media campaign ideas.

Help and manage loyalty and rewards programs.

Perform market research analysis and monitor competitive activity and market trends.

Monitor and assess customer feedback and NPS.

Track, coordinate and assemble data to measure outcomes of marketing programs via google analytics tool.

Monitor all social media platforms for trending news, ideas, and feedback. Research and evaluate competitor marketing and digital content.

Contribute to the creation of email campaigns, and social media content, e-newsletters (mailchimp), and update the Association blog and cold emailing strategy.

Other tasks might be given according to the willingness of the person and Mobsya Association needs.

Send your resume to the following address: sara.montecchiari@mobsya.org