



## DIGITAL MARKETING INTERN (6 MONTHS INTERNSHIP)

**Reporting to the International Digital Manager, you contribute to support the implementation of the global digital strategy and activations.**

### **Key Responsibilities**

Provide support and assist the manager in the following digital areas:

- Corporate website management & content contribution
- Press room and partner media center contribution
- Management of external digital agencies (social media, paid campaigns, website)
- Copywriting and coordinate translations with agency / markets for different digital channels
- Email marketing management
- Key digital marketing projects
- Preparing the performance report and analysis

### **Your Profile**

- Student in communication, digital marketing or management
- Fluent in English and French
- Interest in digital marketing and good mastery of social media platforms
- Strong verbal and written communication skills with attention to detail
- Flexible and dynamic team player with a positive mindset
- 40% home office

Mrs. Ilona Willemin is looking forward receiving your complete application documents [ilona.willemin@mauricelacroix.com](mailto:ilona.willemin@mauricelacroix.com) / 032 952 17 64, Maurice Lacroix SA, rue des Rangiers 21, 2350 Saignelégier

### **About Maurice Lacroix**

Maurice Lacroix is based in Saignelégier, located in the Jura region, an area noted for its watchmaking prowess. The past 40 years, the Swiss watchmaking company has produced watches reputed for their high perceived value and attention to details. Maurice Lacroix watches are distributed to more than 1'800 points of sale. It continues to grow, based on a winning formula of quality, reliability, ingenuity and determination, expressed through fresher and high perceived value designs backed by patented technologies. On July 1, 2011, DKSH, a Swiss company based in Zurich and the leading Market Expansion Services provider in Asia, acquired a controlling stake in the Maurice Lacroix group. With 850 business location and 36000 employees, DKSH is present in 36 countries.