



## **Challenging Marketing Internship**

*Short Stay Group & Yays – Amsterdam*

**Looking for an exciting marketing internship? Are you innovative, creative, eager to learn and wanting to develop your knowledge within a marketing department? Would you like to work in a young and dynamic team within an international company, located right alongside the Amsterdam canals? Perfect! We can offer you a great opportunity to learn and grow as the newest member of our sales and marketing team.**

### **This is what you should know:**

Our mission is to provide our guests a unique personal experience and to ensure they feel at home in our serviced apartments. The marketing team focuses to achieve this mission and prides itself in its success in delivering this to our guests. You will be treated as a full-scale team member; on a daily basis you'll be co-operating with your marketing and e-commerce colleagues, and you will be able to challenge yourself by working on interesting projects at the same time.

### **This is what you'll be doing:**

- Write for a variety of channels including our own websites and social media
- Assist with researching and implementing our new website
- Analyse and improve existing content on all our channels
- Carry the responsibility for the creation and execution of e-mail marketing campaigns
- Assist with e-commerce activities to focus on and strengthen our brands
- Assist the operational team in maintaining a good online reputation

### **This is who you are:**

- Be empathic, pro-active, caring and curious
- Have a hands-on mentality and show initiative
- Be really organized and able to work independently
- Be creative, innovative and digitally smart
- Be yourself

### **This is what we're looking for:**

- In the 3<sup>rd</sup> or 4<sup>th</sup> year of a bachelor studies related to hospitality/marketing/communication
- Full-time available for at least 5 months
- Genuinely interested in marketing
- Fluent English (written and verbal)
- Humorous & ready to kick some ass



Herengracht 451, 1017 BS Amsterdam  
[www.yays.com](http://www.yays.com)



### **Yays Concierged Boutique Apartments**

Yays is a 'travel and stay' concept founded by Short Stay Group that stands out in its hospitality for leisure travellers and business people. Yays offers its guests the opportunity to discover hidden neighbourhood treasures and experience what it's like to live like a local.

Yays currently manages 130+ serviced apartments amongst 3 locations in Amsterdam and one in Barcelona. Three more sites in Amsterdam, Paris and Antwerp will be opened in 2019. Yays plans to expand nationally and internationally in the upcoming years.

### **Short Stay Group**

Short Stay Group is one of the larger serviced apartment providers in Europe; managing over 500 serviced apartments for short and extended stays in Amsterdam, Paris and Barcelona.

### **Your cup of tea?**

Interested? Join us and help us to fulfil our mission! Send your C.V. and motivation letter to Cindy Kokkelkoren (HR) - [solliciteren@yays.com](mailto:solliciteren@yays.com) and we might invite you for that cup of tea (or coffee). Should you have any questions, please contact Cindy, via this e-mail address or call: +31 20 344 90 05.

