



Yays, You! Unlock your inner local

Content Marketing Internship

Yays & Short Stay Group – Amsterdam

We are looking for a passionate intern interested in an all-round learning opportunity in Content Marketing. Our Marketing team manages both Yays and Short Stay Group brands, ensuring that their different identities are well represented across our online platforms.

Thanks to the expansive phase of the company, you will be involved in different projects, getting the chance to gain hands-on experience in different aspects of Content Marketing.

As our new Content Marketing Intern you will:

- Collaborate with the Content Manager as well as the rest of the team in implementing the content strategy across different channels
- Help create written and visual content for brands websites, blog and social media
- Be involved in the creation of both above-the-line and below-the-line content
- Contribute ideas and creativity to the implementation of our communication strategy
- Help maintain communication with different stakeholders
- Distribute and monitor the performance of our content on different channels
- Help coordinate projects through digital project management tools
- Work in a young-minded, welcoming team in the heart of Amsterdam.

Keep reading if you are:

- Empathic, pro-active, caring and curious
- Willing to learn and be guided, but able to show constructive initiative and critical thinking
- Digitally smart, fact-oriented, always up-to-date with the latest marketing trends
- Looking on the bright-side and able to think on your feet
- A natural storyteller

You are ready to apply if you are:

- In the 3rd or 4th year of a bachelor studies related to Marketing Communications, Digital Marketing, Tourism or Hospitality Management.
- Available 4 or 5 days a week for at least 5 months
- Proficient in English, impeccable in writing
- Familiar with the whole Microsoft Office package, including Excel

You get extra points for:

- Being allergic to typos and sloppy content
- Being a visual storyteller.
- Having previous experience with Community Management, Facebook Pages, Groups, and YouTube channels
- Outstanding Instagram feed
- Awareness of SEO, CRO, and the whole shebang
- Interest in photography and video
- Some experience with the Adobe suite
- Previous experience with Wordpress or other CMS systems
- Speaking Spanish, French or Dutch.

Short Stay Group

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

Yays

Yays is a lifestyle brand founded by Short Stay Group to promote a modern concept of urban travel based on the neighbourhood experience.

Yays currently manages 130+ serviced apartments, with three locations in Amsterdam and one in Barcelona. The brand is expanding internationally and will be opening new locations in Amsterdam, Paris and Antwerp between 2019 and 2020.

Thanks to its local concierges and a unique tool, the Yays Neighbourhood Guide, Yays offers its guests the opportunity to discover hidden neighbourhood treasures and tap into the local knowledge of residents and local businesses.

Does this sound like you?

To apply for this position, email work@yays.com and mention "CONTENT MARKETING INTERNSHIP" in the subject.

Your application should include:

- Your CV, including relevant links to your online presence.
- A cover letter of 250 words (in English).