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עמותת רשומה
בית שרבת, קומה 9
רח' קויפמן 4, תל-אביב 68012
ת.ד. 50150, תל-אביב 61501
טלפון: 03-6806800
פקס: 03-6133528



Placement Opportunity

Undergraduate (BA) student: ☒

Graduate (MA) student: ☒

Reference:	Innovantage – Social Media & Blog Writing
Company Name:	Innovantage Partners
Company Type: (Startup/Mature/...)	Mature
Location: (full address)	Tel Aviv, flexible
Duration of stay: (min 2, max 6 months)	2-6 months

Company Description:

Innovantage Partners is an independent Tech Scouting & Startup Venturing specialist focusing on innovation. We represent foreign companies and investors as their impartial and personal partner in Israel. We operate as your private open innovation outpost, scout startups and support the entire onboarding project.

Job Description and Tasks:

Social Media and Blog writing Lead

Support Innovantage Partners' team marketing goals. Building a brand. Driving thought leadership and content creation. Contribute original thinking to content by researching trends, insights, and developments in cyber, data and AI, and the impact of new technology on the enterprise. Participate in the development, creation, and delivery of all marketing materials, including presentations and blog content, inspired by conversations and brainstorming with our team and our companies. All content will align with our vision and expertise but be tailored to different audiences (Corporate Executives, Investors, Entrepreneurs, etc). You will also drive thought leadership partnerships.

Develop and edit various content assets, depending on priority this may include case studies, blog posts, eBooks, infographics, white papers, one-pagers, presentations, brochures, sales decks, landing pages, press releases, social media commentary, event invitations, email campaigns, and webinars.

Contribute creative ideas to support key content goals, such as increasing conversion rates in the sales funnel, growing blog subscribers and LinkedIn followers, developing inbound organic traffic, and more.

Collaborate with our Business Development team in marketing initiatives with the goal of market development (creating access to new enterprises or strengthening relationships with existing enterprises). Making sure the relevant initiatives (events, speaking engagements, etc.) are aligned with business development goals and tracking them.

Drive PR strategy and plan, engage in announcements and press releases, as well as initiate interviews.

Prepare for and attend innovation ecosystem events in Israel.

Self-starter, flexible independent worker. Responsible for own workday, accommodating your flexible internship schedule by working from different places at your own responsible pace.

Essential Requirements:

- Exceptionally strong writing and research skills.
- Proven experience in social media and blog writing for web pages and on LinkedIn.
- Storyteller. Proven familiarity with content management tools and producing content for the web with channel-specific knowledge (blog, website, social media, content sharing communities)
- Comfortable in using data analytics to measure and continually improve the impact of content.
- Team player; quick learner; detail-oriented; used to working in fast-paced environments.
- Very good English or mother-tongue Level, both verbal and written - mandatory; Online marketing, BD and social media skills.

Remuneration Details:

Due to visa regulations a salary is not allowed.