



Placement Opportunity

Undergraduate (BA) student: ☒

Graduate (MA) student: ☒

Reference:	Marketing and business development for the German market
Company Name:	Hopon Ltd
Company Type: (Startup/Mature/...)	Mature
Location: (full address)	Hayetzira 3 st Ramat Gan
Duration of stay: (min 2, max 6 months)	Min 2 months max 4 months

Company Description: HopOn provides seamless mobility and data collection solutions for public and shared transportation.

At HopOn our vision is to revolutionize urban mobility around the world, and our mission is to simplify urban mobility all around the world, by making travel around towns via mass transit easier and more convenient.

In 2021 HopOn acquired the English company ECR One of the longest established specialists in M-POS.

In 2022 HopOn acquired the German company TAFmobile that specialized on innovative ticketing solutions, as well as the development, marketing and operation of mobile apps, online sales systems and multimodal mobility platforms for companies in local public transport (ÖPNV).

Hopon creating the world's leading transit data company with the #1 urban mobility app used by hundreds of millions of users around the world. More than that, Hundreds of cities & transit agencies have selected HopOn as their preferred partner.

As an employee, your work will make an impact on the lives of hundreds of millions around the world.

Job Description and Tasks:

- Work with senior executives on marketing strategy, plans, and execution.
- Create marketing content, including communications, newsletters, posts, and more
- Create business development materials including client proposals, department eminence, marketing presentations, and more.

Essential Requirements:

- Fluent German and English speaking
- Exceptional organizational and multi-tasking capabilities
- High level of professionalism and ability to work with senior executives
- Team player with great interpersonal skills
- Proficiency in Excel, PowerPoint, and other Microsoft applications

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Remuneration Details:

Due to visa regulations a salary is not allowed. Please indicate what other incentives your company would offer to stand out among the other internships, e.g. covering lunch and transportation expenses of the interns. Help finding accommodation is also very much appreciated by the interns.

At Hopon we will cover lunch expense on the amount of 40 NIS per a day and transportation expense at the amount of 250 NIS per a month (for use in public and shared transportation)