

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



Marketing Consulting Intern

Undergraduate (BA) student: ☒

Graduate (MA) student: ☒

Reference:	Filled in by AHK Israel
Company Name:	Placense Ltd.
Company Type: (Startup/Mature/...)	Startup
Location: (full address)	WeWork c/o Placense Toha Bldg Yigal Alon St 114 Tel Aviv, 6744320 Israel
Duration of stay: (min 2, max 6 months)	3-6 months

Company Description:

Placense offers you the opportunity to join an international AI startup, which KPMG considers the [“Google Analytics for the physical world”](#).

As “Placenser”, you will help companies & cities throughout Europe make sustainable decisions based on people’s mobility - at any place and time. Hereby, we combine machine learning and anonymization algorithms to deliver insights, which are unique in their group-granularity and privacy protection.

As part of Placense you will:

- make German cities smart - without any hardware installation.
- show where people need green transport - without any interviews.
- analyze retail locations anywhere - without ever having been there.

Beyond that, you will experience what it is like communicating with international retail groups, top management consultancies (MBB, Big four) as well as media companies and investment groups.

The whole team is considered family and we are striving to make every member feel as comfortable as possible from day one. We are looking forward to you becoming a Placenser and joining our journey.

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Job Description and Tasks:

No one size fits all. We appreciate your unique skills and that's exactly how we want to encourage you. You will be able to get insights across different fields and positions, depending on your interests.

You should be enthusiastic about marketing-related topics. Your responsibilities will revolve around planning and managing cross-platform communication with Placense's target audiences. You can take ownership of entire marketing campaigns, from the content creation, lead generation as well as creative measures to win new clients. You will learn to prepare and apply for international startup or investor competitions. In addition, you will be coordinating marketing related projects and partnerships. You can also have a direct impact on the design and writing style of marketing materials.

Requirements:

We are looking for proactive people with drive. Good grades are not required. You should:

1. Write and speak English fluently in personal and business contexts
2. Show enthusiasm and interest for marketing related topics
3. Be a self-starter, fast learner and team player with can-do attitude

Benefits:

1. Get insights into clients from top management consultancies, international retailers and media agencies.
2. Join us in our WeWork office on the 13th floor with an amazing city view on Tel-Aviv or work from home as long as travel restrictions are in place.
3. Enjoy other perks as free drinks, a free gym membership and more.
4. Learn from a multinational team of highly talented people.
5. Collect valuable experiences all around AI, one of the most important trends in multiple industries.