

HeyCharge GmbH Job Description

Job Title: Marketing and Research Intern

Level: Student, Intern, or Mini-job



Company Profile

HeyCharge GmbH is an early-stage startup based in Munich, Germany. The company formed in early 2020 with a singular mission: to put a charging station in every apartment building, home, retailer, or hotel parking space. We love and live electric mobility, and see availability of infrastructure as *the* key challenge – and opportunity – as e-mobility moves from leading-edge to mainstream. The company is based on joining environmental impact alongside profitability as core KPIs, and we'll continue to prioritize these together. We're an international team with a strong cultural affinity to Google and the Silicon Valley. We seek ambitious, self-motivated, digital-native colleagues who will thrive in our distributed, highly-connected working atmosphere.

Role Profile

Position: Marketing and Research Intern

Level: Intern

Reporting to: Chris Cardé, CEO

Location: Munich, Germany (Remote considered)

Position Summary

We seek a talented and motivated individual to lead HeyCharge's nascent marketing and research activities as an intern. In this position, you'll find yourself taking on a wide variety of roles and topics, including:

- Generate and post content to drive interest and engagement on a variety of social media platforms, including LinkedIn, Twitter, and Facebook.
- Monitor social media metrics and KPIs, identify trends and opportunities, and recommend strategy to the management team.
- Plan and execute viral and other unconventional marketing campaigns.
- Generate reports and research briefs, spanning a wide variety of topics. Some examples:
 - EU and German government grant and funding opportunities
 - Environmental impact and CO2 equivalencies

The Ideal Candidate

Skills and Experience

- Generation of social and/or viral content
- Managed multiple social media channels and platforms
- Planned and/or executed viral or other unconventional marketing campaigns.
- Understanding of how to address B2B, B2C, and B2B2C target groups.
- Domain expertise in electric vehicles, charging infrastructure, or similar is a plus.

Apply at: hello@heycharge.io

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- **German language (written and spoken) a strong plus**

Personality Traits

- A strong interpersonal style
- Comfortable with remote work
- Analytical, data-driven mindset
- Courageous, nothing-is-impossible attitude
- A strong moral compass guiding all aspects of business and work