

## **UNICREDIT SPA / International Internship Program Social Media Manager**

### **Posizione**

#### **Program Description:**

The International Internship Program is the initiative launched by the UniCredit Foundation in collaboration with UniCredit, which offers the most brilliant students the opportunity to carry out a curricular internship from 3 to 6 months in one of the Group countries in different business areas.

#### **Job description:**

UniCredit offers the most brilliant students the opportunity to carry out an internship in our Group in the Communication function.

The person we are looking for will support the function in the analysis and definition of decision related to some activities and open point and will have an exceptional experience and learning path with some of the most experienced managers within this area.

#### **The candidate will:**

- Perform research on current benchmark trends and audience preferences;
- Handle social media presence ensuring traffic to the websites and customer engagement;
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news);
- Collaborate with other teams to ensure brand consistency;
- Curate social media accounts' design (e.g. timeline cover, profile pictures etc);
- Suggest and implement new features to develop brand awareness, like promotions, collaborations and competitions;
- Report on set KPIs together with analytics team.

#### **Requisiti**

- University student attending a Bachelor or a Master - at least enrolled in the 2nd year of Bachelor;
- Excellent academic records;
- Fluency in English;
- Full-time availability;
- Learning agility, outstanding team working and communication skills;
- Outstanding knowledge of Excel, Word, and PowerPoint.

#### **Esperienza**

Not Important

## **Formazione**

University

## **Note**

*UniCredit is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age.*