

## **Student Assistant – Online marketing**

### The Company:

Would you like to become a Student Assistant at Mark & Wedell A/S (M&W) and assist with SEO, Google Ads, SoMe, mail campaigns and analysing reports from Google Analytics? M&W is a globally oriented mechanical/electrical engineering and manufacturing company located in Kvistgaard, 40 km north of Copenhagen? M&W is serving a solid and growing international customer base within the global mining-, minerals-, metals-, power generation- and big science markets.

Mark & Wedell A/S is an engineering- and production company with its own products and production facility. We are predominantly operating within: Mining and Minerals, Power Generation and Big Science.

The product portfolio spans from sampling equipment (Mining, Minerals, Cement, Fertilizer etc.), measuring equipment (Power) and Superconducting Current Leads (Big Science). The organization consists of approx. 30+ employees split evenly between production and engineers/administration staff. Mark & Wedell A/S is an internationally oriented organization with 75% of our revenue from export markets.

### The Candidate:

We are looking for a candidate who has the following competencies:

- Min. 2 years of studies and ideally practical experience from similar student positions and/or practical work outside studies.
- Studying a higher education within Business, IT, or Communication
- Experience with Google Ads & Analytics.
- Fluent in spoken and written English.
- Comfortable working in MS Office (especially Excel).
- Experience with WordPress and/or animated movies is a plus.
- Experience with direct mail campaigns (especially MailChimp) is a plus.

### The Position:

The candidate will assist in the following working areas:

- Assist with SEO in close collaboration with our advisor.
- Responsible for our SoMe activities (focus on YouTube and LinkedIn).
- Update and create content for the company website.
- Planning of upcoming direct mail campaigns, on MailChimp or similar, including building a customer data base.
- Assist in delivering analytics and insights on online performance (Google Analytics, etc.)
- Analyzing Google AdWords reports and make suggestions towards improving the digital traffic.
- If any experience – production of animated movies of our solutions and interface to content creator as well as company videos.

**We offer:**

- The position is estimated to 10-20 hours per week.
- Flexible working hours, that match your studies, with the possibility to work from home some days.
- A job in an international company with a premium brand and presence in all parts of the value chain from product development, construction, production, sales, project management, installation, commissioning and after sales.
- A chance to work within an agile and non-hierarchical organization and being close to the executive management.

We are looking forward to hearing from you and get you onboard to help move Mark & Wedell A/S forward. Please sent your application as soon as possible since we interview candidates on an ongoing basis.

Please send your application to: [m-w@mark-wedell.com](mailto:m-w@mark-wedell.com)

**Interested?**

If you are interested to learn more about the position and Mark & Wedell please do not hesitate to contact Co-CEO Bjarke Pålsson per phone +45 40 99 88 61 or per mail [bp@mark-wedell.com](mailto:bp@mark-wedell.com)