



CUSTOMER ACQUISITION & CONTENT WRITING TRAINEE

IBF International Consulting (www.ibf.be) is a European development consultancy founded in Brussels in 1977 that is working on cooperation projects financed by international institutions like the European Commission and the World Bank. Our main fields of expertise are economic development, institutional support, education and social development. IBF has managed projects in more than 150 countries worldwide and employs 130 permanent staff and has about 350 experts in the field.

IBF launched in 2001 **Assortis** (www.assortis.com), a web platform dedicated to organisations and experts working in the development cooperation consulting business. Assortis offers information about projects, contract awards, organizations, a database of experts and management tools.

IBF seeks to recruit a **Customer Acquisition & Content Writing Trainee** to join its Torino-based team on a hybrid basis (in-presence and remote). The commencement of the traineeship shall be in February 2022.

Job description:

- Identification of prospects for online customer acquisition (scouting & data entry);
- Promotional activities' management towards customers, customising and optimising the commercial offer;
- Creation of persuasive & branded contents;
- Scriptwriting for promotional videos;
- Review and edit marketing materials such as presentations, brochures, business cards etc. (proofreading);
- Website content proofreading.

Profile:

- ⇒ You are a recent graduate, a final year Bachelor student or a student enrolled in a Master degree (eligible for an Erasmus+ traineeship program) in Marketing, Communication, Economics or similar;
- ⇒ Previous experience in Branding, Marketing communication, promotional strategy is an asset;
- ⇒ Excellent written and verbal communication skills in English, other languages are a plus;
- ⇒ Ability to transform technical information into concise, customer-friendly text or scripts;
- ⇒ Excellent editing, planning, organization and analytical skills;
- ⇒ Good knowledge of market research techniques and databases;
- ⇒ Good account management, negotiation and consensus-building skills;
- ⇒ Responsible and committed;
- ⇒ Willingness to learn more and improve, to do team working and search for constructive feedback;
- ⇒ Proactive, creative and innovative;
- ⇒ Experience and/or knowledge of International Cooperation & Development sector is an asset;
- ⇒ Excellent knowledge of MS Office and online applications (CRM tools, etc.) is an asset.

Duration: 5-6 months traineeship.

Contact details:

Interested candidates should send their CV with a motivation letter by email to info@assortis.com. Shortlisted candidates will be contacted for an interview.