

## Neenah Coldenhove - Marketing Graduation internship (HBO) 2023

Are you an enthusiastic and ambitious young talent and would you like to work on marketing/digital marketing activities to gain valuable work experience? Respond quickly to this vacancy and complete your internship at Neenah Coldenhove. This is your chance to gain experience at an internationally operating organization and really be part of our team!

### Assignment:

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#### **Outline the marketing touchpoints of the Customer Journey for the US based customers.**

During this versatile and challenging internship you will work closely with the marketing team on your assignment case. You will be highly involved with the day-to-day business, and you will be challenged to cooperate and to actively think about solutions.

#### **Your project in a nutshell:**

- Research, create and visualize the customer journey for the US based customers.
- Identify marketing touchpoints.
- Identify pain points and think how to turn them into opportunities.
- Identify points of improvement and define actions towards success.
- Define journey KPI's (example: CTR, CPC, engagement rate, conversion rate, Clicks, likes...)
- Outline a strategy to improve NPS.
- Improve leads funnel
- Support and add on ongoing promotion management.
- Assist in with SEO and SEM maintenance.
- Participate in marketing brainstorming sessions.
- Assist in the creation of written, video, and image content for marketing channels.
- Write compelling and creative copies for marketing collateral, social media posts, promotional emails

### Your profile

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We are looking for a curious, hands-on and driven intern, who sees opportunities and responds to them. We will support you in the development of your project management skills, independence and creativity drive.

- You are a commercial or marketing student in the final phase of your college/university degree.
- You are willing to work in an international environment and connect with people from all over the world.
- You are a proactive team player with a hands-on mentality
- You can collaborate both virtually and face to face
- You speak English fluently, most of the activities are carried out in English.

## **Terms of employment**

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- Start date: February 2023
- Available full-time for a period of 6 to 9 months; open to discussion
- Location: Eerbeek (Netherlands)
- Compensation: we offer a gross compensation of EUR 500 per month
- Its possible to rent a room : all-in fee of EUR 125,00.

## **About Neenah Coldenhove**

Neenah Coldenhove is based in Eerbeek and has been known for its innovations in paper since 1661. Neenah Coldenhove has an extensive product portfolio: from traditional high-quality paper to sterile medical packaging and high-tech industrial transfer paper for digital printing.

At our facility we count approximately 125 employees, and our Sales & Marketing team includes colleagues who work from America, Spain and of course the Netherlands. We have a challenging and dynamic environment where we offer personal guidance but also a lot of freedom for you to get the best of your internship period.

## **Are you interested in this internship?**

For more information, please contact Ramon Overdijk, our Marketing & Sales Director or HR (phone 0313-670698)

Of course, applying now is even better! Please email us your motivation and CV at [federica.valente@neenah.com](mailto:federica.valente@neenah.com)