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# Internship in Communication & Marketing

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## About Wecan Group SA:

Wecan Group SA is an innovative company operating in the field of blockchain and Web3 technologies. We are transforming the finance sector through innovative solutions and a collaborative and innovative approach. Joining Wecan Group means being part of a dynamic and visionary team dedicated to creating sustainable value.

## Job description:

We are looking for an Intern in Communication & Marketing to join our team in Geneva. This internship is a unique opportunity to develop your skills in a stimulating environment and directly contribute to Wecan Group's visibility in the Finance (30%) and Web3 ecosystem (70%).

## Main responsibilities:

- **Content creation:** produce engaging content for emailing, social media posts, including text, images, and videos.
- **Social media management:** assist in developing and managing social media strategies to increase brand visibility and engagement on platforms such as X, LinkedIn, Instagram, Discord and Telegram.
- **Partnerships:** contribute to creating and maintaining partnerships with key opinion leaders, to create an Ambassador Program in the Web3 community to expand our network and influence.
- **Events:** participate in the planning and scheduling of Events, "Ask Me Anything" (AMA) sessions, speaking opportunities, and other public engagements to enhance community interaction and brand exposure.
- **Automation:** create digital flow through Hubspot to measure the impact of our communication campaigns and their ROI, and adapt our strategy accordingly.
- **Trend monitoring:** follow trends in social media tools, applications, channels, design, and strategies within the Web3 industry.

## Qualifications:

- Education in communication, marketing, or a related field.
- Interest and knowledge in the Web3 ecosystem and blockchain technologies.
- Knowledge of the institutional finance world.
- Skills in content creation and social media management.
- Ability to work in a team and collaborate effectively with various stakeholders.
- Ability to manage multiple tasks and meet deadlines in a dynamic environment.
- Excellent communication and interpersonal skills.
- Ability to work in French & English.

## What we offer:

- **Practical experience:** an opportunity to develop your communication and marketing skills in a real-world environment.
- **Mentoring and professional development:** guidance from experienced professionals with regular feedback sessions.
- **Diverse and international team:** work with a talented and results-driven team.
- **Flexibility:** a company culture that values trust and autonomy, allowing employees to manage their time flexibly.
- **Growth opportunities:** participation in innovative projects that have a direct impact on the company's strategy.
- **Career opportunity:** the possibility to integrate into a dynamic and innovative company in the Web3 field.

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To apply, please send your CV and a cover letter to [contact@wecangroup.ch](mailto:contact@wecangroup.ch)

We look forward to discovering your talent and welcoming you to our team!

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