



**HELLO,
WE'RE HIRING!**

HERE'S YOUR CHANCE TO SHINE:



INTERNSHIP: SOCIAL MEDIA ADVERTISING SPECIALIST-100% remote



ABOUT PAJ

PAJ is one of the leading manufacturers, distributors and consultants in the field of GPS tracking, with its headquarters in Windeck, Germany and an international team across 5 continents!

We offer GPS trackers for almost every application.

PAJ is a very dynamic and growing company with many creative and committed minds, inside and outside of Germany.

An open communication culture and great personalities make us who we are. If you love diversity and professional challenges, then you belong with us!

ABOUT US

Dynamic & flat hierarchies in a familiar and warm environment.

Your voice counts: Play an active role in shaping PAJ.

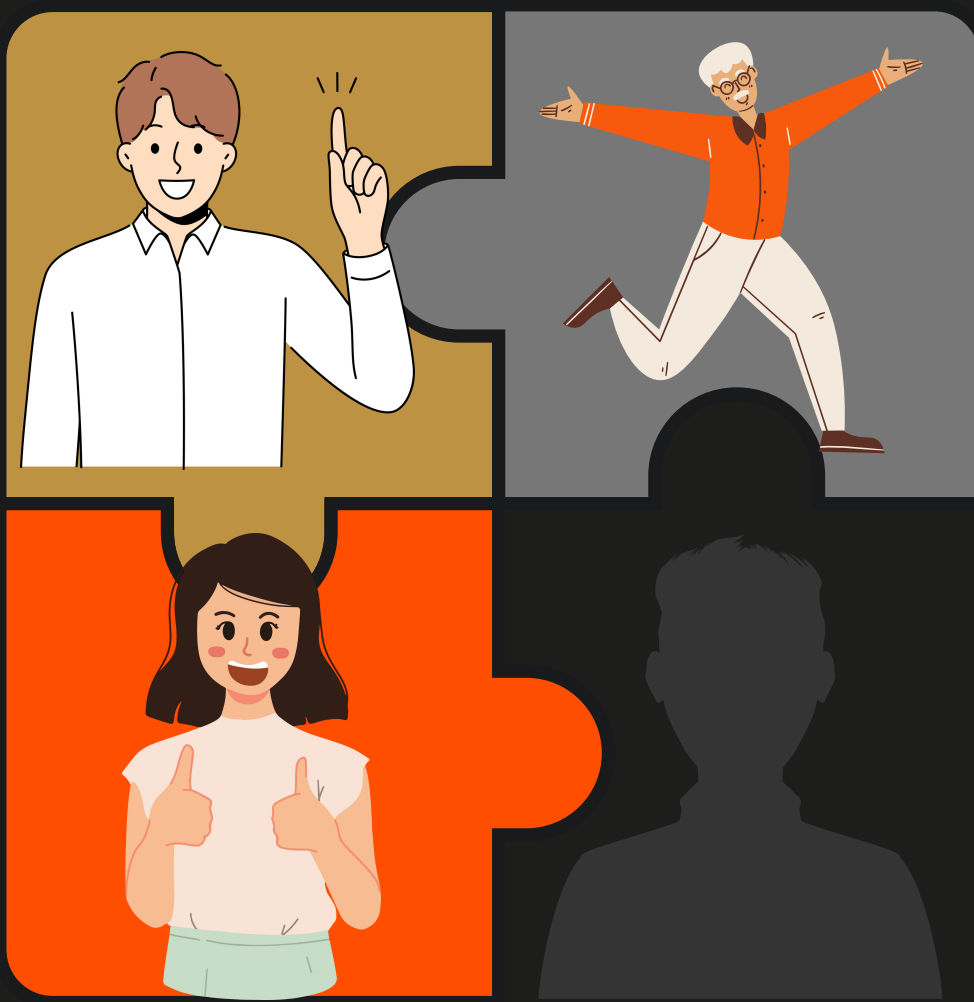
Varied daily work with constant new challenges and growing responsibilities.

Stay Healthy! We take care of your fitness subscription.

We support your studies/training with outstanding performance.

The position is 100% remote.

The internship will last 3 months with prospect of a full contract afterwards.



THE JOB

THE INDIVIDUAL

Develop and implement targeted advertising strategies on social media platforms to increase brand awareness and customer engagement.

Plan and execute paid advertising campaigns across platforms such as Facebook, Instagram, Twitter, LinkedIn, and others.

Optimize campaigns based on real-time analysis of performance metrics to ensure maximum ROI.

Test different ad formats and audience targeting to identify the most effective approaches.

Manage the budget for social media advertising, including ongoing monitoring and reporting of expenditures.

Collaborate closely with the content team to develop creative and impactful advertising content.

Produce detailed reports on the performance of campaigns and provide recommendations for future initiatives.

You have a degree in Marketing, Digital Media, or a related field.

You have in-depth knowledge of advertising platforms of social media networks and associated analytical tools.

You are an expert in planning and executing social media campaigns and have proven records.

You communicate clear and effectively, responding to inquiries, crafting engaging posts, or addressing customer complaints.

You understand the audience's needs, concerns and preferences to connect with followers on a deeper level and build meaningful relationships.

You are able to prioritize tasks, meet deadlines, and maximize efficiency.

You have a proactive work style with the ability to work independently as well as in a team and collaborate across departments.

You speak and write English fluently (other languages are a bonus).



Do you want to be part of our fantastic marketing team and keep growing with us? As unique as you, are our opportunities to grow together. We invite you to discover a world where your talent will find a home. Send us your detailed application with salary expectations by email (as a PDF Document) to: bewerbung@paj-gps.de

If you have any questions, please contact our recruitment team by e-mail or by telephone on +49 2292 939 95 54