Internship in Communication & Marketing

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.

To apply, please send your CV and a cover letter to contact@wecangroup.ch
We look forward to discovering your talent and welcoming you to our team!