

Are you a curious person with a passion for the hospitality industry? Have you ever wanted to gain a deep know-how in digital marketing for hospitality? Welcome to Positioner.

## Who are we?

*We position. On point.*

Our team consists of people with different areas of expertise and talents who support hotels in their differentiated positioning in a highly competitive market. To do this, we work down to the very last detail to help a hotel brand create a meaningful and sustainable experience along the customer journey. Our strategic and data-analytical approach is paired with our understanding of design and psychology. Our engine: digitalisation! Twenty-five years of dedication and creativity are expressed in Swiss precision, a global network and a dash of Italianità.

## Our partners?

International and unique. Our clients are hotel affiliations, luxury, boutique and design hotels. This includes renowned hotels such as Le Sirenuse, Les Trois Rois, Passalacqua Lake Como, Six Senses and The Cambrian Adelboden.

For the marketing performance and business consulting department, we are looking for a

## Internship digital hospitality marketing (100 %)

Your areas of responsibility are:

- Creation and management of digital marketing campaigns on all platforms (Google, Meta, Metasearch, Tik Tok, LinkedIn, etc.)
- Development, execution and optimisation of email marketing campaigns (including copywriting)
- Daily link-building activities to increase SEO authority of our partner's digital assets
- Copywriting of content to be used for SEO purposes and search advertising campaigns
- Monitoring of campaign performance figures and budgets and KPIs analysis
- Creation of reports to be shared with clients
- Support the preparation of pitch presentations, including presentations to potential clients
- Stay up-to-date with digital marketing developments and explore new tools
- Administrative support for the department (collection and organisation of documents, accounts verification process, etc.)

## Your Profile

### Essential

- Bachelor's degree
- Experience in the hospitality industry
- Excellent written and verbal English
- Passion of the hospitality/travel industry
- Ambitious and motivated
- Thorough and meticulous with extreme attention to detail
- Self-motivated, tenacious, independent problem-solver who uses initiative with a "can-do" attitude
- A high degree of self-initiative as well as an independent and result-oriented working style
- Excellent analytical and project management skills
- Team player with the ability to work on your own
- Ability to multitask and perform under tight deadlines
- Have a work permit that entitles you to work for a six months internship in Switzerland

### Desirable

- Previous experience in digital travel, knowledge of Hotels and/or OTAs
- Proficiency in German and/or Italian will be considered as a plus
- Google Ads Certification
- Knowledge of technical web environment

- Creative writing skills

### Our Offer

- Six months internship with options to renew
- Work in an attractive international environment with well-known hotel brands
- In-depth insights and transfer of expertise in the areas of digital marketing and hospitality
- Strong teamwork and flat hierarchies with development opportunities in a family environment
- Home office/distance working possible (mandatory two days working in our Ticino office)
- Flexible working hours
- 5-day week with 40 working hours (100 %)
- Four weeks of paid holidays and 15 public holidays per year (100 %)
- Special rates in all Swiss Deluxe Hotels (upon the availability of the hotel)

### Your Application

Are you interested? Please apply here: <https://wgwnkzqch7p.typeform.com/to/bLd0dNzf>

Applications via email will not be considered. For specific questions, please send an e-mail to [mariavittoria.avino@positioner.com](mailto:mariavittoria.avino@positioner.com) or [matteo.desantis@positioner.com](mailto:matteo.desantis@positioner.com)