

## **Intern Content Creation & Social Media Management (50 - 60%)**

### **Who we are**

B Lab is a non-profit public benefit foundation serving a global movement of people using business as a force for good.

We are operating in the field of economic systems change, creating standards, guidelines, and tools for business through its global network and certifying companies that are leading the way - called B Corps. To date, our community includes over 5'800 B Corps in 84 countries and 157 industries.

Our mission is to redefine the role businesses hold in society: Businesses should compete not to be the best *in* the world, but the best *for* the world.

We are an agile team working from our offices in Geneva, Lausanne and Zurich.

### **Your role and responsibilities**

As part of the Marketing & Communications Team of B Lab Switzerland your responsibilities are to:

- Build a deep understanding of our target audiences
- Create, plan and implement audiovisual content for the different target audiences
- Write catchy social media captions in German
- Build up and manage in-house film and photo productions
- Produce content for B Lab Switzerland and our different initiatives in line with the brand identity (pre-production, production and post-production)
- Plan and execute our marketing calendar together with the team
- Support our Art Director in adapting designs to different formats
- Support team in updating and maintaining our website
- Create small animations for our website and social media channels
- Monitor our social media channels including community management
- Support strategic projects
- Follow the latest industry relevant benchmarks and trends, adapting them for B Lab Switzerland ensuring compatibility with the brand approach
- Bring in a fun and creative touch to everything we do
- Perform other team duties as assigned

## Key Skills

- Strong communication skills in German and English (French is a plus)
- Ability to tell impactful stories with texts, pictures and videos
- Strong project management skills to keep track of deadlines

## Personal Requirements

- Passionate about sustainability and the role business can play in shaping the future
- Visual eye, attention to detail, ability to multitask
- Comfortable working in a dynamic, iterative and collaborative environment
- Team player and team oriented, while autonomous in your tasks
- Proactive, organized and self-motivated
- Flexibility to work from different locations within Switzerland
- Good sense of humor

You will be based in Zurich but will travel to our other locations from time to time. Also, you will have the flexibility to work from home certain days per week by arrangement with the team. If this sounds like your dream job, and you can start taking over this role asap, we are looking forward to hearing from you!

**Location:** Zurich

**Job Type:** Internship, 50 - 60%

**Duration:** 9 months

**Application:** Deadline 31 October 2022. Please send your CV and portfolio to our Director of Marketing, Communication & Public Affairs Annina Schamberger ([annina@blab-switzerland.ch](mailto:annina@blab-switzerland.ch)).