

Digital Content Creator Internship Zürich

Embotech is a leading provider of autonomous driving solutions for industrial logistics applications that bring significant improvements in safety, productivity, and energy efficiency. We are the first to certify and globally rollout an Automated Vehicle Marshalling (AVM) solution for smart factories and vehicle logistics centres and an Automated Terminal Tractor (ATT) solution for ports and industrial logistics yards. We deliver safe and reliable autonomous transportation by leveraging the real-time optimization technology we have been developing since 2013.

As Digital Content Creator, you will join a team of top marketing/commercial talent, and you will contribute towards developing visual and text narratives on our website and other distribution channels. Excitement and learning opportunities are guaranteed in this position. You will be directly reporting to the Commercial Director.

We offer an exciting job in a fast-growing company with attractive conditions and flexible hours. Embotech develops innovative products in a modern and dynamic environment, and you can expect an international atmosphere, with highly skilled colleagues with a passion for excellence and efficiency. We are looking for highly motivated people to help us solve one of the most complex challenges of today and take our company to the next level.

Responsibilities:

- Content creation: Developing and creating visual content such as videos, reels, images and text for our website and social media channels
- Ensuring a modern, consistent brand presence across all digital touchpoints
- Website updates: based on the latest news information provided by the Business Units and Comms
- Community management: building and actively managing our community across various platforms
- Analysis & Optimization: monitoring KPIs and creating reports to enhance the effectiveness of our social media activities
- Support for Marketing Projects: contributing to cross-functional projects within marketing

Requirements:

- First experience in content creation – additional experience in Social Media Marketing will be considered as an advantage
- Pursuing a bachelor's degree in marketing or a related field
- Strong knowledge of the latest technologies, tools (image and video editing, AI generated content) and social media trends
- Experience in social media marketing
- Quick learner with a creative mindset
- Full professional proficiency in English – additional proficiency in German will be considered as an advantage.

The duration of the position is limited to 6 months
Preferred starting date for this position: **ASAP**

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