



## **Trainee SEO & PR at HAPPYCAR for Polish Natives**

**Start:** asap

**Duration:** 12-18 months

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Your desire is to push things forward and bring ideas into action? You want to take over responsibility and you are fascinated by the Online Marketing and PR sector?

HAPPYCAR offers a variety of destinations and a big range of well-known car hire companies. Our product portfolio includes rental cars for classic holidays, business trips as well as day trips. We, as HAPPYCAR, operate within the tourism sector as an online portal for rental car comparisons. Our goal is to provide the best prices for rental cars worldwide, while comparing all offers of our partners. Currently we are operating in six countries through Europe – further expansion is already planned.

Working for HAPPYCAR does not mean to work all day long in front of a computer screen, taking telephone calls or organizing meetings. In fact you can support our team by planning new sales promotions, managing Search Engine Optimization (SEO) and working with Content Management Systems (CMS) for the duration of 12 to 18 months. Furthermore, you will get the responsibility to work out your own projects. We will train the basics of SEO and SEM systems and you are welcome to provide your own ideas to increase the effectiveness and efficiency of HAPPYCAR. Topics, such as online marketing, SEO and e-commerce will be familiar and you will get a great insight into online businesses. Additionally both internal and external communication, setup of Social Media activities and the creation of independent PR campaigns will be your task assignments.

We want your ideas! Our young and international team is proud of having a flat organizational structure. The familiar leadership style of our management team provides a great work environment. Be part of a vibrant team – we are keen to get to know you!

### **Your Qualifications:**

- You have already experience in online marketing, ideally SEO
- You like to communicate, by means of verbal and written communication methods
- You are goal- and performance-oriented
- Your mother tongue is Polish and you are able to communicate fluently in English
- You are a positive person, who likes to work in a dynamic team

### **Your tasks:**

- Search engine optimization (SEO)
- Independent link building after getting an introduction into the SEO and trust marketing section
- Support of various online marketing and SEO projects
- Conception and implementation of communication campaigns
- Independent development and expansion of relevant contact network

### **What we will provide to you:**

- Great insights into the world of online marketing activities, search engine optimization and E-Commerce
- You will be trained by our experts – direct cooperation with our experienced SEO management
- An international work environment directly in the heart of Hamburg
- Great development opportunities
- Free drinks, fruits and regular team events