

We are looking for an amazing

## Social Media Marketing Intern (m/f/d)

### The Ostrom Way

We are Ostrom and we're on a mission to reinvent energy across Germany to be Fair, Smart and Green.

- **Fair:** Flexible monthly contracts, no late fees, no exit fees. We earn customer's trust every month, not via a 24-month lock-in.
- **Smart:** Digital-first, app-first power management and tracking. We have live chat support, English language option & more.
- **Green:** 100% Ökostrom. We only buy from certified renewable energy sources, no compromise.

We are a fast-growing startup building a high-performance, diverse and multicultural team. As a remote-first company mostly based in Berlin, we are transparent, flexible and results-driven. We are already funded by the Berlin-based VC 468 cap and are looking to scale fast and revolutionize the customer experience.

Join us in bringing the digital and the green energy revolution to the energy industry!



## The Role

We are looking for a driven and energetic **Intern** to join us in building the Ostrom brand voice. As an early employee, you will be working hands-on with the CMO in translating our brand values onto all our site and marketing ad copies.

## Responsibilities

- Handle most of the customer-facing texts such as Google Ads copies, Facebook & Instagram Stories and posts, longer form blog posts, customer newsletters, etc.
- Conduct deeper research into a topic to write highly informative and context-rich articles
- Write multiple variants of engaging ad copies to be used for A/B and multivariate tests
- Create and schedule social media posts using Buffer to various social networks
- As we are an early stage startup, we are all hands on and create new processes ourselves

## Requirements

- **We don't look for experience, we look for potential.** Even if you have zero years of copywriting work experience but can share amazing articles you've written, click apply!
- Fluent German and English language and grammar skills
- Able to understand branding and tone of voice
- Able to write creatively and informatively
- Able to learn fast

## Nice To Have

- Previous professional experience writing for an early stage startup
- Knowledge of social media channels like Facebook & Instagram's copy requirements
- Knowledge of SEO and Google keyword research fundamentals
- Knowledge of online marketing metrics within Google Analytics and similar tools

## Benefits

- Possibility to move up quickly
- Remote-first - we built Ostrom remote-first and we want to keep offering this flexibility
- Bring your stack over - if we don't have a tool yet for this and you love it, bring it over
- A truly flat hierarchy and transparent company culture, everyone's voice really matters.
- Great opportunity to learn and make an impact towards a startup with hockey stick growth. You'll be telling your grandkids about you being instrumental to this journey one day!

## Your Application

You don't like cover letters, we don't like cover letters. We believe in a "show, don't tell" mindset, so feel free to share your Github, Dribbble, Medium, Instagram, TikTok, website, or anything else that shows us your true potential!

Contact: [leon.braun@aplusenergy.de](mailto:leon.braun@aplusenergy.de)