



Job Title: Social / Digital Media & Content Intern

About moviinn®

moviinn® is an innovative relocation and integration platform dedicated to making the decision and transition for expats moving to Portugal or Spain as smooth and welcoming as possible. With a deep understanding of the unique challenges and opportunities faced by those living abroad, we offer tailored advice, resources, and support to ensure a seamless integration into the local community.

Role Summary

We are seeking a creative and strategic Social / Digital Media & Content Intern who has a passion for storytelling and a deep understanding of the expat experience. This role involves creating engaging content across multiple formats (blog articles, social media posts, videos, and images) and platforms to support our community of expats in their relocation journey. The ideal candidate will have firsthand experience living abroad and will use this insight to connect with and cater to the diverse needs of our personas.

Responsibilities

- Develop and implement a cohesive social media and content strategy to enhance our online presence and engagement with expats moving to Portugal and Spain.
- Develop, implement, and manage our social media strategy.
- Define the most important social media KPIs.
- Use social media marketing tools like Buffer, Hootsuite, etc.
- Produce and publish compelling content, including blog articles, social media posts, videos, and images that resonate with our target personas, including families, retirees, professionals, and students.
- Conduct research on expat experiences and trends to ensure content relevance and effectiveness.
- Collaborate with the marketing team to align content with promotional campaigns and SEO strategies.
- Collaborate with Marketing, Sales, and Product Development teams.



- Engage with our online community by responding to comments, messages, and feedback.
- Analyze performance metrics to gauge content effectiveness and adapt strategies as needed.
- Stay updated on social media innovations and content creation tools to keep our platforms dynamic and interactive.
- Continuously monitor advancements in social media technologies and content creation tools to maintain our platforms' vibrancy and engagement.
- Work closely with local expat communities to gather insights and stories that can enrich our content and support services.
- Communicate with industry professionals and influencers via social media to create a strong network.

Requirements

- 4th - 5th year university student as a Social & Digital Media and Content.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, TikTok, Google+ and other social media best practices.
- Understanding SEO and web traffic metrics.
- Experience with doing audience and buyer persona research.
- Good understanding of social media KPIs.
- Familiarity with web design and publishing.
- Excellent multitasking skills.
- Critical thinker and problem-solving skills.
- Team player.
- Good time-management skills.
- Great interpersonal and communication skills.

Requirements



- Strong understanding of and experience with the expat lifestyle and challenges of living abroad.
- Excellent writing, editing, and communication skills. Ability to adapt tone and style to cater to different personas.
- Proficiency in social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube) and analytics tools.
- Experience with content management systems, photo and video editing software, and SEO principles.
- Creative thinker with the ability to generate ideas that engage and inform our audience.
- Excellent organizational and project management skills, with the ability to manage multiple projects and deadlines.
- Experience with AI tools for content generation and data analysis is a significant plus.
- Fluent in English; proficiency in Portuguese or Spanish is a significant plus.

Why Join Us?

Joining moviinn® means becoming part of a mission-driven team dedicated to making a difference in the lives of expats. As we expand internationally, starting with Europe and aspiring to reach a global presence, we offer a collaborative and inclusive work environment, competitive salary, opportunities for professional growth, and the chance to contribute to a platform that truly impacts people's lives. This is an exciting time to be part of our growth and to help shape the future of our services worldwide.

How to Apply

If you're passionate about helping others navigate the adventure of moving and living abroad and have the skills to create engaging content that resonates, we'd love to hear from you. Please send your resume, a cover letter explaining your interest and experience related to living abroad, and examples of your work (links to published articles, social media profiles, or content portfolios) to [email/contact information].