

**Marketing Department**

The position covers three major areas of marketing: social media, content writing, and search engine optimization. The purpose of this position is to assist the team in increasing brand awareness and sales level of Barcelona Home. Tasks are less well defined and require independent action; duties can be adjusted to interests and competencies of the person; some segments of the work are more defined and may require guidance from supervisor.

The following describes the qualities needed for Marketing positions:

**Key Responsibilities:**

* Write, translate and control blog posts about anything interesting related to the city of Barcelona
* Publish written content onto websites
* Constantly update and improve SEO strategy to improve the site’s rankings
* Create and implement social media strategy
* Practice Google web master tools and other social media managing platforms
* Use and monitor Barcelona Home’s social media accounts on Facebook, Twitter, Instagram, Pinterest, VK, YouTube, Tumblr to post and update information  regularly
* Responsibilities in additional tasks assigned

**Key Qualifications:**

* Student pursuing a Bachelor’s or Master’s degree in Journalism, Communication, Business Management, Marketing or related fields
* Experience in blogging and web content highly desired
* Strong attention to detail and proofreading skills
* Outstanding written and verbal skills
* Ability to manage multiple projects at once
* Web and computer skills
* Analytic and data driven mindset
* Ability to establish and maintain a positive and professional relationship with co-  workers, and clients
* Cultural sensitivity and ability to relate well and effectively in  diverse workplace and with a diverse client population
* Fluent in English and preferably Spanish as well

CV/resumes and cover letters can be sent to [internships@barcelona-home.com](mailto:internships@barcelona-home.com).

