

Internship, Sweden:

Digital Marketing Intern – HÜBNER Photonics



HÜBNER Photonics is looking for Internships interested in developing their digital marketing skills within the technical B2B area. The Internship is located at Cobolt AB's office in Stockholm, Sweden.

At HÜBNER Photonics we design, manufacture, and sell innovative high-performance lasers and laser systems for use in a broad range of life science, quality control and metrology applications. With a recognition on the market for exceptional quality and reliability, we supply lasers internationally to leading manufacturers of analytical instrumentation equipment as well as to some of the most renowned universities and research labs in the world and over the recent years we have experienced strong growth.

We are offering an internship to an enthusiastic young professional interested in extending their experience within digital marketing and applying this to a high-tech, innovative and well established leading laser manufacturer.

What we are after

Your primary responsibilities would include:

- An SEO audit, analyzing our current status (using SEMrush and Google Analytics) and come with recommendations
- Keyword research, recommend blog titles (the technical content can be written by someone else) and compare with competition
- Implement recommendations on our web site where appropriate (Word Press)
- Identify customer behaviour trends. What content generates the most interest and lead conversions on the web site.
- Recommend automated marketing campaigns for lead nurture and customer nurture (Click Dimensions)
- Contribute as a team player with eagerness, honesty, and curiosity

Who you are

- Newly graduated marketing specialist or currently studying marketing with a focus on digital marketing
- Excellent written English skills are a must as all our communication is in English
- Proficient in graphical software, automated marketing software, SEO software, Google analytics
- An interest in and capability to develop a good understanding of high technology products is an advantage
- Passionate about ensuring that digital marketing achievements can contribute to positive results

What we offer

At HÜBNER Photonics you will be a part of the Marketing team, helping to promote our world class lasers through all our marketing channels. You will be a part of a diverse, skilled, and dedicated company that is proud of our products and work together in a friendly atmosphere, where sharing ideas over a cup of coffee can be as important as the standard meeting.

We love to celebrate team success and we understand that every part of our organization is as important as another in contributing to that success. We trust in our co-worker's capability to take their own responsibility and keep the goal of delivering the perfect product for our customers' needs at the heart of everything we do.

We offer a dynamic and buzzing workplace in Stockholm including Manufacturing, R&D, Marketing and Sales, and Administration. Together we create a diverse and fun-loving team of passionate, hardworking people, who value the unique contributions that everyone brings to the organization. We are an organization that cares about the success and well-being of our colleagues and our customers, and we strive to create a culture that embraces equality, health, respect, and passion which radiates from the inside out.

Interested?

Please contact Elizabeth at elizabeth.illy@coboltlasers.com.

About us

HÜBNER Photonics is an international organization with offices in Stockholm (Sweden), Kassel (Germany), Hannover (Germany) and San Jose (CA, USA). HÜBNER Photonics is a corporate division of the HÜBNER Group, which is a privately held company with headquarters in Kassel. The Stockholm office of HÜBNER Photonics is Cobolt AB, which since 2015 is a subsidiary of HÜBNER Group. Cobolt AB is responsible for the development, product management and manufacturing of the Cobolt and C-FLEX product lines but is also hosting HÜBNER Photonics' sales office for the Nordics and UK. Both HÜBNER Photonics and Cobolt AB are currently in a strong growth phase and are financially very stable. Cobolt AB is ISO 9001 certified for quality management and has AAA in credit ranking.