



SLOW CABINS[®]

POSITION: CREATIVE CONTENT MARKETING INTERN

Slow Cabins develops and rents self-sufficient eco-design cabins in nature in secret locations close to major cities (< 2 hours travel time). The company helps stressed city dwellers and busy millennials unwind and return to the slow rhythms of nature.

We are seeking a talented and creative content marketing intern to join our marketing team. As a creative content marketing intern, you will be responsible for supporting our marketing efforts by creating and executing innovative content that will resonate with our target audience. You will work closely with our marketing team to develop and implement effective content marketing strategies across various channels, including social media, email, blogs, and website. He/she will strive to continuously improve the Slow Cabins experience, community and guest satisfaction.

More information on www.slowcabins.be



1 KEY RESPONSIBILITIES

- Collaborate with the marketing team to create and execute content marketing strategies that align with our brand and target audience.
- Conduct market research to identify current trends and best practices in the hospitality industry and apply them to our content marketing efforts.
- Write and edit blog posts, social media posts, email newsletters, and website content that is engaging, informative, and on-brand.
- Develop multimedia content, including graphics, photos, and videos that support our content marketing efforts.
- Manage the content calendar, ensuring all content is created and published on schedule.
- Analyze the performance of content across various channels and make recommendations for improvement.
- Assist with other marketing tasks as needed, such as event planning and promotion.

2 PROFILE

- Currently pursuing a degree in marketing, communications, journalism, or a related field.
- Strong writing and editing skills, with the ability to create compelling content that resonates with our target audience.
- Proficiency in Microsoft Office, Google Suite, and content creation tools such as Canva or Adobe Creative Suite.
- Familiarity with social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Understanding of SEO and keyword research best practices.
- Strong organizational skills and ability to manage multiple tasks in a fast-paced environment.
- Positive attitude and willingness to learn and take on new challenges.
- Passion for the hospitality industry.
- Creative individual who can provide wow-moments to guests and come up with exciting content
- Stress prone and able to multitask efficiently without losing focus
- A strong affinity with the Slow Cabins concept (cabins, nature, sustainability, slow living)

Furthermore, you have excellent communication skills (verbal and written) in Dutch, English and/or French. Additional languages are a plus.

3 GENERAL WORKING CONDITIONS

The chosen candidate will be part of the Slow Cabins “Marketing” team and will report to the Chief Hospitality Officer.

The Slow Cabins HQ is located in Brecht, Antwerp. Hybrid working conditions are possible as you may work from both HQ and your home. You are also able to work from one of our cabins.

4 INTERESTED?

Send your CV and motivation letter to Alexander Gysbrechts via alexander@slowcabins.com. For more information, you may always contact us on +32 302 42 30.