

Looking for a Social Media & Content Creation Trainee

International Communication Department Louvain School of Management (LSM)

Location: Louvain-la-Neuve, Belgium

Start date: as soon as possible
Duration of assignment: 3 months

About Us:

The Louvain School of Management (LSM) is a leading business school in Europe, recognized for its excellence in management education and its strong international focus. Our CEMS and Double Degree (DD) programs are designed to provide students with a world-class education and global opportunities. We are looking for a creative and driven Social Media & Content Creation Trainee to help us attract more international students to these prestigious programs.

Job Description:

As a Social Media & Content Creation Trainee in the International Department, your primary goal will be to create engaging content that resonates with prospective international students and highlights the unique opportunities offered by our CEMS, Double Degree and International Business programs.

You will work closely with current students to capture their experiences, produce compelling video content, and drive awareness through strategic social media campaigns.

Your role will also involve identifying micro-influencers who can help amplify our message globally.

Key Responsibilities:

- Content Creation for Attraction: Develop high-quality video content that showcases the benefits, experiences, and success stories from the LSM CEMS and Double Degree programs, tailored to attract international students.
- Student Collaboration: Engage with current CEMS and DD students to gather authentic, relatable stories and experiences that highlight the international and multicultural environment at LSM.
- Social Media content calendar: Manage and execute a social media content calendar across platforms (Instagram, LinkedIn, Facebook) to increase visibility and engagement among prospective international students.

- Organize User-Generated Content: Collect and distribute content created by students that aligns with LSM's brand and resonates with international audiences.
- Identify Micro-Influencers: Research and connect with micro-influencers from key international markets who can authentically promote LSM's CEMS and Double Degree programs.
- Analyze and Optimize: Monitor our competition and our social media performance and provide insights to improve content strategies.
- Support the organization of LSM events for international students
- Support the LSM international team during info sessions and events

Requirements:

Must Have:

- English proficiency at C1 level or higher.
- Currently following a degree in Communication, Marketing, Video Production, or a related field.
- Experience with social networks and content creation.
- Currently studying in Louvain-la-Neuve or open to travel to LLN during the internship.

Nice to Have:

- An already built community (in any field) on social media platforms.
- Knowledge of Louvain-la-Neuve and familiarity with student life here.

What We Offer:

- A unique opportunity to gain hands-on experience in digital marketing and content creation with a focus on international student recruitment.
- An opportunity to build a network with students, staff, and influencers from around the world.
- A dynamic work environment

How to Apply:

Please send your resume, a brief cover letter detailing your interest in the position, and examples of your video or social media work to lsm-cems@uclouvain.be.
Application deadline: October 17th.

Join us in promoting LSM's global educational opportunities!

