

Marketing Assistant

We're looking for a Student Marketing Assistant to join our B2B SaaS marketing team. In this part-time role, you'll support marketing initiatives that target HR, IT, and business professionals across Europe. You'll gain hands-on experience working with modern marketing tools, data-driven campaigns, and content designed to engage decision-makers in enterprise environments.

About the Role

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What You'll Work On

- **Campaign Execution:** Assist in building and maintaining email workflows, campaign assets, and landing pages using HubSpot.
- **Content Support:** Draft and edit short-form content such as LinkedIn posts, newsletters, landing pages, and product messaging —always with a B2B audience in mind.
- **Website Management:** Update website content via CMS (Sanity) and help ensure accuracy, consistency, and SEO alignment.
- **Event Execution:** Help coordinate and promote marketing events—both virtual (webinars) and physical (onsite events, meetups, conferences). This includes setting up landing pages, managing attendee lists, supporting logistics, and assisting during live sessions.
- **Analytics & Reporting:** Pull data from HubSpot, GA and LinkedIn Campaign Manager to track performance.
- **Sales Enablement Materials:** Assist in the creation and refinement of slide decks, one-pagers, and product brochures.
- **Research:** Support competitor analysis, market segmentation, and trend reporting to guide campaign targeting and positioning.
- **Project Support:** Help keep marketing projects organized—keeping timelines, content calendars, and internal documentation up to date.

What You Bring

- Currently pursuing a degree in Marketing, Communication, Digital Media, or a related field
- A strong interest in B2B tech, SaaS, and digital marketing

Indrykningsdato

27.11.2025

Ansøgningsfrist

15.01.2026

Virksomhed



Dinu

Lokation

Øster Alle 56, 2100 Østerbro

Fagområde



Ikke kunstneriske jobs

Angiv type af ansættelse

Deltid

Navn på kontaktperson

Adelina

adinu@gpstrategies.com

Søgstilling

<https://careers.effectivepeople.com/job/Student-Marketing-Assistant/1237304401/>

- A mix of creativity and analytical thinking—you enjoy both writing and working with data
- Experience (or strong willingness to learn) with tools like HubSpot, Google Analytics, LinkedIn Ads, Looker Studio, Microsoft 365, Indesign and Photoshop.
- A structured mindset with an eye for detail
- Great communication skills in English (written and spoken) and Danish
- Bonus: basic understanding of SEO, HTML/CSS, or email marketing

What We Offer

- A flexible part-time role (15–20 hours/week) tailored to your study schedule
- The opportunity to work on B2B SaaS marketing campaigns from day one
- A hybrid work setup with regular check-ins and mentoring from our team
- Access to best-in-class marketing tools and platforms
- A chance to learn what it takes to grow a B2B SaaS brand across international markets