

FOR FU GRADUATES ONLY:

**Social Media, PR and Networking Scholarship/Internship Position - Full-time in Berlin**



Seed-stage startup in-the-making, funded by Berliner Startup Stipendium at FU Berlin, with a remotely distributed 5-person team looking for support in social media marketing, public relations and networking. You'll be part of the scholarship program and team in Berlin:

- Start March 2019
- Full-time, flexible working hours
- 6 months from March to August 2019

We depend on the people who make up our team. You'll be fully in-charge, but also fully responsible. If that doesn't scare you off, but actually motivates you, read on!

#### About Crimpr

A crowd-sourced mapping platform for outdoor rock climbing with the goal to provide an all-in-one resource for outdoor rock climbing worldwide through a web and mobile app that allows climbers to locate, share and rate climbing spots and guidebooks.

#### Your tasks

- Support us in shaping and implementing our social media and PR strategy
- Take responsibility for coordinated marketing efforts on different online channels
- Prepare pre-launch and post launch strategy and content
- Get into the atmosphere and "vibe" of the climbing community
- Analyse data to improve marketing strategies and to get a better understanding of our clients
- Identify and drive outreach to potential partners, such as alpine clubs, tourism centres of alpine regions, influencing climbers, sports associations
- Increase reach on all media channels, including print and online magazines

#### Your profile

- Bachelor's or Masters degree in online marketing, public relations or similar, or relevant experience in social media, PR and networking
- Be highly motivated, communicative, pro-active and driven - You want to have an impact!
- Be self-reliant and hands-on - You are a problem-solver and always find a way!
- Capable of giving and taking feedback - You want to grow and be better!
- Fluent in English
- If you're a climber, its obviously a plus.
  
- You have to be a FU university graduate (not currently enrolled) and legally residing in Berlin.

#### What is in it for you?

- Freedom to shape and implement an entire social media and PR strategy from start to finish
- Flexible, self-motivated work environment
- Fun and friendly team

- Be part in building a startup around a cool topic
- Become a rock climber, if you want to
  
- Fixed position for 6 months, possibly longer
- Team and networking events with other FU/EXIST startups, a coach and business mentor, as well as participation in further qualification programs

Apply with a **CV** and **short motivation letter** (about 1 page) explaining your background, experiences and skills and how they will help our startup to hit the ground running in terms of social media marketing, pr and networking to **isabel@crimpr-climbing.com** together with links to your Instagram, Twitter or Facebook and any other **online or social media account** (e.g. Blog, YouTube channel) you want us to see as your reference. It can also be an account you maintained for a company.

**First come, first serve** - We will close this offer, once we found our match.  
Maybe its you? Apply today!

Interested to know more? Check out our landing page:  
<http://crimpr-climbing.com>