

Social Media & Paid Ads Intern

Your tasks

We are looking for two aspiring marketers to join us in Novi Sad. You will have the possibility to work either in Employer Branding in Novi Sad, closely with our Executive team, or in our Global Marketing team. With both these roles you will be part of R&D center, where you will have a mentor & hands-on activities. This internship includes education on the relevant technologies & platforms mentioned below.

Please find out more about the Global Marketing team Business area by visiting our website: <https://www.fleet.vdo.com/>

RESPONSIBILITIES:

- Assist in setting up digital campaigns across Google Ads (Search, Display & Shopping) and/or Meta Ads (Traffic based, etc.)
- Support in maintenance & content development for Social Media (Facebook & LinkedIn) within Hootsuite &/or Metricool
- Prepare monthly reports on the performance of paid ads, segmented per campaign
- Assist in keyword research via Semrush and Google Keyword Planner
- Use & extract insights from Meta Ads Manager, Google Ads & Google Analytics
- Support in setting up the tracking infrastructure (UTMs)
- Support in content creation (text & display) for ads
- Support the administration of our websites
- Documentation of processes and updates in Confluence
- Work in a global & international team

Your profile

- Currently pursuing or recently graduated in Marketing, Communications, Business Administration, Psychology or a related field
- Basic understanding of digital marketing platforms and tools
- Excellent communication skills, both written and verbal
- Advanced knowledge of the English language
- Familiarity with Microsoft Office Suite and comfortable learning new software/tools.

NICE TO HAVE:

- Any Google Ads certification (Search, Display, Video &/or Shopping preferred)
- Any Meta Ads certification (Digital Marketing Associate preferred)
- Content Management System experience (WordPress, Drupal, Umbraco...)
- NGO/Student project experience with Content writing &/or Digital



Job ID

REF2832I

Field of work

Marketing and Sales

Location

Južnobački okrug

Legal Entity

**Continental Automotive d.o.o.
Novi Sad**

Marketing

- Knowledge of any Italian, French, German or any Eastern/South-Eastern European language

Our offer

WHAT WE OFFER

- Paid internship;
- Travel allowance;
- Flexible schedule;
- Mentorship program;
- Comprehensive training on the job.

Ready to take your career to the next level and join us at the start of something extraordinary? Apply now to become a part of AUMOVIO and drive the future mobility together with us!

About us

Continental's Automotive group sector is expected to be listed as independent company "AUMOVIO" in September 2025. With ~93,000 employees worldwide and annual sales of ~€20 billion, we are entering an exciting new era.

AUMOVIO stands for highly developed electronic products and modern mobility solutions. In addition to its strong market position with innovative sensor solutions, displays, and technologically leading braking and comfort systems, AUMOVIO has significant expertise in software, architecture platforms and assistance systems for the rapidly growing future market of software-defined and autonomous vehicles. Our purpose is clear: to make future mobility safe, exciting, connected, and autonomous.