



Role: Intern Marketing Management DACH

Location: Berlin, Germany (Hybrid)

Language Requirements: German (Native/Fluent) & English (Fluent)

<https://careers.cafeyn.co/jobs/8217691-marketing-management-dach-internship>

Please note: This position is exclusively open to students enrolled at a university who are required to complete a mandatory internship (Pflichtpraktikum) as part of their study regulations for a duration of at least 4 months.

This is Readly / Cafeyn

Readly offers unlimited access to thousands of national and international magazines and newspapers, all in one app. We've partnered with 1,200+ world-famous publishers, providing readers with 5,000+ titles and over 290,000 back issues.

We are a value-driven ecosystem committed to unlocking a world of editorial content. With a dedicated international team across France, Germany, UK and Sweden, we are making magazines and trusted journalism more accessible than ever.

The Role

We are looking for an ambitious marketing intern to support the growth in one of Readly's core markets, Germany. Working closely with the German marketing team, you will get hands-on experience across the full marketing mix, from campaign execution and creative content localization to data tracking and market analysis. This role offers hands-on responsibility and serves as an ideal entry point into the fast-paced digital marketing space.

Be part of our global marketing team and get involved across all stages of our growth strategy, from planning local marketing activities to working across diverse channels like podcasts, influencers, advertorials and more.

Your Responsibilities

Local Marketing Channel Management

- Support the day-to-day planning, setup and execution of local marketing campaigns across channels such as podcasts, influencers, advertorials and more in the German market.
- Assist with the daily coordination of external agencies and internal stakeholders by helping to draft creative briefs (for example for influencers and podcasts), organizing campaign assets (such as banner specs or UGC content) and supporting the team to ensure smooth campaign execution.

Content Creation & Localization

- Collaborate with the local marketing team to adapt and localize marketing initiatives specifically for the German market.
- Draft and localize engaging copy for newsletters, push notifications and landing pages tailored to the German audience.
- Support the social media agency by creating organic content for Readly's local social media channels.
- Analyze internal reading data to identify trending titles, top-performing magazine categories, and popular articles in the DACH catalog, selecting the most effective content to highlight in local marketing activities.

Data Tracking & Reporting

- Assist the analysis and compiling of channel-level performance metrics (such as trial sign-ups and landing page traffic) across channels like podcasts, influencers and advertorials.
- Help compile and format reporting materials, campaign recaps, and slide decks to visualize channel performance and present key takeaways to stakeholders.

Market Overview & Roadmap Support:

- Support the creation and ongoing maintenance of a central marketing roadmap that consolidates all local marketing activities and key market growth metrics into a unified, clear dashboard.

Market Research & Trend Scouting

- Track competitor promotions, pricing adjustments and ad creatives in the DACH digital publishing space.
- Research and identify new growth opportunities in the DACH market, including for example podcast sponsorings, emerging influencers, relevant affiliate partners and other local marketing trends..

Who You Are

Passionate Marketer: You are currently pursuing a degree in Marketing, Communications, Business, or a related field and bring a passion for digital growth and media.

Hands-on & Proactive: You have a pragmatic mindset, take ownership of your tasks and are eager to support campaign execution and daily operations in a fast-paced environment.

Analytical Mindset: You enjoy working with numbers, are comfortable using tools like Excel/Google Sheets and want to learn how data drives performance and channel optimization.

Creative & Detail-Oriented: You have good copywriting skills in German, an eye for visual details and a creative talent for tailoring content to local audiences.

Strong Communicator: Native-level fluency in German and strong written and spoken English skills, allowing you to collaborate smoothly with external partners and international teams.

Curious & Trend-Aware: You are curious about current marketing trends and media consumption habits, bringing a fresh perspective and enthusiasm for sharing your own ideas.

Why Choose Us

A Culture of Ownership & Growth: Our principles are rooted in passion, continuous learning and shared celebrations. From day one, you'll be encouraged to take initiative, share your ideas and grow through hands-on experience and supportive mentorship.

Truly Global Collaboration: You'll be part of an international, talented and humble team that values transparent communication, constructive feedback and the courage to test new ideas together.

Inclusive & Dynamic Environment: We foster an open work culture where every voice is heard and where diverse perspectives, backgrounds and unique ideas are genuinely welcomed.

Flexibility & Work-Life Balance: Benefit from our hybrid work policy, offering you a great balance between collaborative in-office team days in Berlin and the flexibility to work from home.

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