

## Job Title: Trainee, Marketing, Hiab Services

*As pioneers and global leader, Hiab is ambitious to write forward our success story, inspiring and shaping our industry. The world in which we operate with our class-leading products, intelligent services and innovative digital solutions is constantly changing.*

### Together, we keep everyday life moving to build a better tomorrow

We are looking for a highly motivated and enthusiastic summer trainee to support the Hiab Services division with various aspects of digital marketing, from mapping out customer journeys to crafting compelling email content, refining visuals, overseeing translation projects, and keeping our web content fresh and current. As a summer trainee, you will work closely with the global services, sales and product Management teams and central marketing to help us optimise our digital presence and enhance customer engagement.

### Key responsibilities:

- Help with the planning and execution of marketing campaigns
- Assist in mapping out and visualise customer journeys for different touchpoints
- Help in drafting clear and engaging emails aimed at our defined target audience
- Support the team by editing images to align with our digital marketing needs
- Get involved in managing translations to ensure our content is accessible and accurate for our local markets
- Help keep our web page content up-to-date, ensuring the information is current and user-friendly
- Help prepare reports on campaign outcomes, focusing on key metrics
- Create marketing collateral such as brochures, guides, social media content etc.
- Help in managing and organising digital assets, such as photos, videos, and document templates
- Assist in other marketing related tasks and projects as required

### What we expect from you:

- Currently pursuing a degree in marketing, business, or a related field
- Excellent communication and analytical skills
- Strong interest in digital marketing, customer activation and lead generation
- CMS experience is necessary; experience with EPiServer/Optimizely web content management is seen as an advantage
- Experience with Marketing Cloud or any other email marketing tool is seen as an advantage
- Excellent verbal and written communication skills in English
- A visual eye and attention to detail, particularly in creating and proofreading content
- Ability to work independently and collaboratively in a fast-paced environment
- Passion for creating great user experiences and appealing content

### We offer you:

We offer you an opportunity to put your skills and knowledge to work with diverse tasks. We value collaboration in our open and inclusive culture and you will get to work with great colleagues from

different backgrounds. With us, you will have the opportunity to learn and develop yourself professionally – and have fun while doing it.

Our trainee network goes beyond a typical internship experience, creating a holistic environment that nurtures both professional and personal growth. The traineeship is active during the summer, providing opportunities to connect with fellow trainees through various activities and events.

### **Interested to join?**

If you are excited about this opportunity, please submit your application and CV by the 10th of March, 2024! Please note that the interview process may begin before the closing date of the job posting. In your cover letter, please describe your interest in this position and your relevant experience and skills. Feel free also to share a project you are proud of.

This is a full-time position for the duration of the summer, typically starting in May until the end of August/September. Compensation will be based on experience and qualifications.

For further information please contact Sabrina Avavidis, Marketing Manager, Services, by email at [sabrina.avavidis@hiab.com](mailto:sabrina.avavidis@hiab.com).

### **Hiab is part of Cargotec**

*Hiab is the world's leading provider of on-road load handling equipment, intelligent services and digitally connected solutions. As the industry pioneer, Hiab's more than 3,300 employees worldwide focus on our commitment to increase efficiency in our customers' businesses and to shape the future of intelligent load handling.*

*Hiab's offering encompasses class-leading load-handling equipment, including HIAB loader cranes, LOGLIFT and JONSERED forestry and recycling cranes, MOFFETT truck mounted forklifts, MULTILIFT demountables, and tail lifts under the ZEPRO, DEL, and WALTCO fabrands. Hiab's ProCare™ service, award-winning HiVision™ crane control system, and HiConnect™ platform demonstrate our constant drive to provide intelligent services and connected solutions that add value to our customers.*

[www.hiab.com](http://www.hiab.com)

*Hiab is part of Cargotec. Cargotec's (Nasdaq Helsinki: CGCBV) sales in 2022 totalled approximately EUR 4 billion and it employs around 11,500 people. [www.cargotec.com](http://www.cargotec.com)*