

Business Development Internship

B2B & B2G Promotion, Public Relations and Marketing Activities

ABOUT US

ECOTEN urban comfort is an urban environmental consultancy firm based in Prague, Czech Republic. We work on providing technical solutions to city planners and urban developers to identify and mitigate the problem of urban heat islands and make cities resilient to extreme heat events.

We do this by:

- Analyzing satellite and spatial data using earth observation and GIS tools;
- Simulating the urban microclimate using the simulations software suite: *SOLENE-microclimat*.

Created in 2018, Ecoten urban comfort counts 6 employees today and is seeking to strengthen its commercial presence in major European cities.

JOB DESCRIPTION

Working closely with the co-founders of the company (CEO and CTO) your missions will cover business and marketing activities, from strategic to operational level:

- Lead the **sales strategy**: optimize the sales pitch, brainstorm on the customer acquisition strategy, the evolution of our services, etc.
- Identify targets for which our services are relevant: municipalities, urban planners, architects, etc. A good understanding of the customer's needs will help you be relevant when presenting Ecoten.
- Develop a good knowledge of the market and seek opportunities - clients, competitors, public fundings, incubators, labels, etc.
- Participate in the outreach effort via calls and email campaigns. The follow-up of customer meetings is managed on Hubspot.
- Lead the **marketing strategy** definition: this involves discussing how to improve our digital presence (website, social media, SEO, webinars), what events and fairs should we take part in, etc.
- Create engaging content for our target audience via blog articles, videos, social media posts, and newsletter.

If this sounds like a lot, please do not worry, at Ecoten we will always make sure that you pick missions that you find appealing, and that fit your background.

REQUIREMENTS

- Good writing, communication and presentation skills in English. French and Czech are huge advantages. Any other language is a bonus.
- Background in Business Management or Digital Marketing is highly appreciated.
- Basic knowledge of Hubspot, or other CRM tools is highly appreciated.
- Comfortable using collaborative digital tools: Google Drive, Airtable, MIRO, Slack, Trello.
- Interested in sustainable development, and climate change.
- Minimum 6 months internship.

WHY TO JOIN US

- Get first-hand experience with entrepreneurship and an opportunity to learn how an early-stage start-up works.
- Have the opportunity to try and experiment different marketing and business development strategies. We believe that mistakes are opportunities to learn so there is no need to be afraid.
- Participate in conferences and networking events. We encourage interns to find and take part in such events.
- Be our newest member after the internship period has ended. If we are both satisfied with each other, we plan to open a permanent position for you.
- Enjoy Prague's beauty. People here can speak English and it is very easy to fall in love with the city.
- Join the small yet amazing cultural diversity of our international team. Each member is from a different country, spread across 3 continents ! We like to talk about food, culture, traditions, geopolitics and drinks!

INTERNSHIP TERMS

- **Duration:** 4 - 6 months internship with a possibility for a full time work.
- **Compensation:** Intern worker pay of 13,000 CZK per month + travel expenses for networking events.

If you are interested in this internship, please send your CV and Cover Letter explaining your skills, motivation and past experiences (if any) to info@urban-comfort.eu and we will get back to you. Please mention "**APPLICATION FOR BUSINESS DEVELOPMENT INTERNSHIP**" in the subject of your email. We hope to see you in our team soon.