

**Address:**

Date: 1<sup>st</sup> December 2021  
Topic: Job Description – Marketing/Communication Intern

FACTS Consultancy  
Arlandaweg 92  
1043EX Amsterdam  
Netherlands

**Department:**

Marketing

**CoC number:**

76460339

**VAT number:**

860630791B01

**Report to:**

Head of Human Resources

**Company profile:**

FACTS is a start-up that provides data analysis to European player agents and represents foreign players that want to make a move to the Dutch national football competition. With our services we give answers to questions like: which clubs are interesting for a certain player, what value does a player represent and other data related football questions. In the first years of its existence, FACTS acquired over 50 partners in most European countries, and lately we are working with clubs for our services.

**Job purpose:**

We have an online presence, and there is traction on our socials. Your job is to increase the awareness and conversion rate by our online marketing plan. This can be (and is not limited to) SEO optimizations, marketing campaigns, content creation and social networking. We see a lot of possibilities for you to explore and develop new tools within FACTS, next to a personal development in the company.

**Tasks and Responsibilities:**

- Manage the social platforms (LinkedIn, Instagram and Facebook) and ensuring that content is shared
- Develop content and new marketing campaigns
- React and respond on our socials
- Use of graphic skills
- Develop and test new methodologies and approaches
- All other appropriate tasks as and when required by the Head of Marketing

- Building the brand FACTS further in the football industry

**Qualifications:**

- Student HBO or higher
- Fluent in Dutch and English
- Pro-active and independent work ethic
- Entrepreneurial mind-set
- Passion for online marketing
- Skilled in graphic design (preferable)
- Feeling the football market, or a drive to learn this fast
- Knowledgeable of customer journey, growth hacking and SEO/SEA (preferable)

**Location**

We are located on walking-distance of Amsterdam Sloterdijk. In consultation with us, it is also possible to work some days per week from home.

Do you see yourself working in a football environment? Please send your CV (in Dutch or English and motivational letter to Timon van Bruggen: [timon@factsconsultancy.nl](mailto:timon@factsconsultancy.nl))