

B2B Digital Marketing Intern at ON720.COM

Are you a creative and ambitious student passionate about digital marketing? Are you looking for a unique opportunity to leave your mark on an exciting B2B software company? Are you motivated by working on initiatives that directly impact and support the company's key objectives? Does the idea of contributing to building a brand from the ground up in a new and exciting market appeal to you?

Then this job posting is for you!

As a Digital Marketing Intern with us, you will be a key figure in the development and execution of our marketing strategy, helping to build our brand and position us in the market. You'll have the opportunity to explore a wide range of digital marketing tools and techniques. Our marketing roadmap is broad, allowing us to tailor tasks specifically to you and your interests.

Your tasks can be customized within the following areas:

- Marketing strategy, tactics, and execution (establish new brand in a growing market)
- Content Planning & Campaign Planning (content calendar, concepts/formats)
- Content production (graphics, video, text, website features, webinars, etc.)
- LinkedIn Marketing (organic communication, follower growth, paid campaigns)
- Video Marketing (planning, execution, editing, publishing, and promoting videos)
- SEO (analysis, planning, website optimization, reporting on performance)
- Blogs, case studies, guide materials, gated content, etc.
- Visual design (for website and ads)
- Performance and behavioral analysis and reporting
- AI-based marketing methods (for content production, workflows, and new features)
- Building new, essential elements in the marketing efforts (e.g., dashboards and video production concepts)

We are looking for a candidate with the following qualifications and characteristics:

- Ambitious and eager to learn new things
- Creative and a contributing sparring partner in brainstorming sessions, with the courage to challenge ideas
- Passionate about digital marketing, inbound marketing, and lead generation
- Basic knowledge of LinkedIn, digital advertising platforms, SEO, or content production
- An analytical approach to optimizing marketing activities
- Strong communication and collaboration skills, with an eye for good solutions
- Fluent in Danish and English, both spoken and written

What we offer:

- Opportunity to gain hands-on experience in digital marketing as a core element of the company's key KPIs
- The chance to make a visible impact and contribute clearly to the development of the marketing setup from the ground up
- Daily 1-on-1 sparring with the Head of Marketing (18 years of experience in digital marketing)
- Informal work environment
- High degree of flexibility in tailoring your work area according to your interests, motivation, and learning goals
- Potential for a student job afterward
- Opportunity to learn how to work systematically and effectively with the following systems and tools:
 - Google Analytics
 - LinkedIn Business Manager
 - Umbraco CMS
 - Canva
 - Figma
 - Chat GPT and Co-Pilot
 - Video editing software
 - Microsoft Planner

Practical information

We are looking for a student in a marketing-related program who can join us at our office in Randers for a 10-12 week internship, scheduled between August and December 2025. We are flexible with the specific period.

Curios?

If you'd like to hear more about the internship position, feel free to contact Head of Marketing, Kent Lyager Laursen, via email (klaursen@on720.com) or phone (+45 60394913).

You are also welcome to visit www.on720.com and our LinkedIn page for more information about the company.

About ON720.COM

At ON720.COM, we develop innovative solutions for Microsoft's ERP system, Business Central. We help finance professionals in companies optimize processes related to invoicing, accounting, and more.

We aim to set new standards for automation and smart solutions so companies can boost productivity. We achieve this by building highly user-friendly and flexible extensions (also called 'apps') for Business Central, enabling companies to save time, work efficiently, and avoid manual processes and repetition.

ON720.COM was founded in October 2022, so we are a young company, but our employees have extensive experience in their respective areas of expertise.