


ERASMUS STUDENT WORK PLACEMENT IN THE CZECH REPUBLIC

EMPLOYER INFORMATION	
Name of organization	Alpdest CEE 
Address incl. post code	Příkop 2a, 602 00 Brno, Czech Republic
Telephone	+420 739 027 166
E-mail	jan.orava@alpdest.cz
Website	www.alpdest.net
Number of employees	6
Short description of the company	<p>Alpdest is company specialized on marketing in ski resorts. The company founded in Switzerland, is managing some of the biggest alpine Media projects fort Top Brands and also supports the Media coordination and Media sales for 60 Top alpine Resorts.</p> <p>Alpdest maintains actually one of the biggest European OOH Network in alpine Zones.</p>
Other	<p>Our company operates more than 100 complex media projects in Alpes, Pyrenees, Scandinavian Mountains and Carpathian Mountains. The Alpine resorts have implemented a number of campaigns for clients from various industries. We focus on offering the traditional media campaigns and also digital services using satellite signals in cooperation with the European Space Agency. It is a new infotainment platform that will cover outdoor activities in Central Europe.</p> <p>We are currently entering the Central and Eastern European market in the Czech Republic, Poland and Slovakia. As a member of our international team you will work in the creative and start-up environment.</p>

CONTACT DETAILS	
Contact person for this placement	Mgr. Jan Orava
Department and designation / job title	Development Manager, Researcher
Direct telephone number	+420 739 027 166
E-mail address	jan.orava@alpdest.cz
Skype	janorava

PLACEMENT INFORMATION	
Department / Function	Marketing and PR / Marketing and Business Development Assistant / Coworking event manager
Description of activities	<p>We are looking to add a creative and system thinking Marketing and Business Developer to our dynamic team!</p> <p>It could be right you, the Developer at Alpdest enjoys a highly collaborative environment and have many opportunities to learn from and share knowledge with other colleagues, developers and our business partners.</p> <p>What you will be doing?</p> <ul style="list-style-type: none"> • Design and implementation of marketing campaigns and strategies; • Construction of attractive profiles and communication on social networks and webpages; • Preparation of documents and materials for our participation in conferences and trade fairs; • Managing activities in our brand new coworking centre; • Cooperation on projects of coworking centre members; • Business model development (Mobile and Web Applications); • Preparation of documents and strategies for company presentation; • Marketing research and analysis.
Location	Příkop 2a, 602 00 Brno, Czech Republic
Duration	2-12 months
Working hours per week	40
Accommodation	We are ready to help with finding accommodation according to student's demands. Brno is student's town so there are plenty of possibilities like dorms, shared flats etc.
Details of financial and "in kind" support to be provided	Financial contribution which will cover the local travel costs in Brno (public transport) and inland mobile calls.
Other	Details to be discussed.

COMPETENCES, SKILLS and EXPERIENCE REQUIREMENTS	
Languages and level of competence required	English: Independent User - B2
Computer skills and level of skills required	Microsoft Office
Drivers license	-

Other	<p><u>General competences:</u></p> <ul style="list-style-type: none"> • Creative thinking, communication and negotiation skills; • Active cooperation with project partners; • Active hovering arguments, questions and suggestions; • Expanded view and thinking of various issues; • The ability to analyse a problem and creating new solutions; • The ability to work both independently and in teams, pro-active approach; • Oral and written communication skills. <p><u>Specific requirements:</u></p> <ul style="list-style-type: none"> • Deeper awareness about marketing communication and strategies; • Experience with marketing on social networks; • Advanced proficiency in the Microsoft Office; • Copywriting skills. <p><u>We welcome, but not essential:</u></p> <ul style="list-style-type: none"> • Working with Web design and graphic programs; • Open Source development experience; • Experience with Google Analytics and Google AdWord. <p><u>Before applying check our website for updates and further information!</u> http://www.alpdest.net/ or check out our facebook: https://www.facebook.com/AlpdestServicesAG?fref=ts</p>
-------	--

INFORMATION PROVIDED BY	
Name	Mgr. Jan Orava
Department / Function	Development Manager, Researcher
E-mail address	+420 739 027 166
Phone number(s)	jan.orava@alpdest.cz
Date	10.7.2015