

## Our Company

The Golden Palace Group, a family-owned business established in 1963, stands as an undisputed reference in the gaming world. With over 40 gaming halls in Belgium, 2 casinos in France, 7 sports betting agencies, a network of Press shops (Press Shop & More), 3 online gaming sites, and 600 employees, we've built a remarkable presence.

Each of our team members contributes to crafting a unique experience for our customers, where innovation, service quality, and passion come together.

The result of a 100% Belgian success story, we are more than just a company; we are a dynamic community where talent, daring, creativity, and ambition thrive.

The love of sports and the joy of gaming are our guiding principles, leading us towards the next chapter in our long history, of which every team member can be proud.

Moreover, Golden Palace places special emphasis on its CSR (Corporate Social Responsibility) policy. As an engaged local actor, our Group actively participates in numerous charitable actions, supporting local associations or sports clubs that we sponsor (Football, Basketball, Cycling, and more).

So, are you ready to step into the captivating world of Golden Palace? Let the fun begin!

## What You Do

✨ Join our team as a Digital Marketing Intern! 🚀

Are you passionate about digital marketing and eager to apply your academic knowledge in a practical, fast-paced environment?

As a Digital Marketing Intern, you will support the team in various digital campaigns and brand communication efforts. This internship lasts for at least 3 months and up to 6 months on a full-time basis.

### Key Responsibilities:

- **Support the team in digital campaigns:**
  - Coordinate and manage social media calendars and campaigns across platforms like Instagram, Facebook, TikTok, etc.
  - Create eye-catching visuals and craft engaging social media content
  - Track and analyze campaign performance using tools like Google Analytics and LinkedIn Analytics
  - Increase our social media following and boost engagement levels
  - Conduct competitive analysis on social media, SEA, and web analytics
- **Assist the Brand & Communication team with incoming requests to support brand visibility or corporate image:**
  - Develop engaging LinkedIn ads that reflect our corporate tone and enhance employer branding and CSR initiatives
  - Publish SEO-optimized news on our corporate website and other group websites
  - Update corporate materials including brochures, PowerPoint presentations, websites, and Glassdoor profiles

## Your Team

"You're joining the wonderful Brand & Communication team, where each member works with zeal and energy to reach goals. This team embodies the dynamics of collective effort, where everyone contributes their creativity and dedication to achieve feats.

Your manager, Diane, is the Chief Brand & Communication Officer. She promotes autonomy, encourages discussions to shape ideas, and enthusiastically welcomes new proposals to collaboratively build an innovative vision."

## Who You Are

More than a diploma, it's a personality we are looking for!

- **Digital Marketing Enthusiast:**
  - Passionate about the digital marketing world, including META, TikTok, Google Analytics, WordPress, YouTube, and more
  - Keen interest in discovering and applying new social media trends
- **Creative & Analytical Mind:**
  - Talent for designing and developing compelling creative ideas using tools like Canva or Adobe suite
  - Strong analytical skills to monitor and optimize campaign performance
- **Effective Communicator:**
  - Excellent written, verbal, and visual communication skills in French and English (Dutch is a plus)
  - Ability to convey ideas clearly and persuasively
- **Organized & Proactive:**
  - Exceptional organizational skills and comfort with multitasking
  - Ability to work independently and as part of a team, showing initiative and proactivity

### Profile:

You are currently pursuing a master's degree in marketing, digital marketing, or communication.

If you're ready to jumpstart your career in digital marketing and make a difference, apply now! We look forward to welcoming a motivated and talented intern to our team 😊

## Recruitment Process

Ready to take on the challenge? Then don't hesitate and apply!

- Hajar, Talent Officer at Golden Palace, will contact you by phone for an initial brief discussion, followed by a more in-depth HR interview via Teams.
- If your profile impresses us and our offer appeals to you, you'll have a meeting with your N+1 for an interview.
- If it's a match between you and Golden Palace? Welcome to our team! 🍀