

# Job Title: Communications Trainee (m/f) / Volontär Kommunikation (m/w)“

Requisition ID **83001** - Posted **02/17/2016** - Temp - COO - Marketing - Köln - Cologne - Germany - Europe

## We are EA

We entertain millions of people across the globe with the most amazing and immersive interactive software in the industry. But making games is hard work. That's why we employ the most creative, passionate people in the industry.

## The Challenge Ahead:

The Communications Trainee (Volontär Kommunikation) (m/f) is part of the local Integrated Communications Team. You will receive comprehensive training on all aspects of up-to-date integrated product communications and corporate communications / Public Affairs (PR, Social Communication, earned and owned channels). The focus is on German speaking communications for Germany, Austria, and Switzerland, from long-term release planning to day-to-day operational management. After a short introducing phase the Communications Trainee will get the chance to get responsible tasks within the communications team. The traineeship will take 18 months to 24 months.

## Your key responsibilities will include:

- Tactical planning and execution of earned media strategy and outreach, owned and shared channel content creation, monitoring, engaging and tracking/reporting.
- Planning, execution and monitoring of local consumer, media & influencer events and activities and owns media event setup/management/media schedules and overall event logistics.
- Staffing media and influencer interviews / producer tours.
- Conducting or managing product media outreach and relations via agency.
- Using of global coverage monitoring tools and owning of reporting.
- Being responsible for ensuring outward product conversation on respective products align with brand voice guidelines and social media policies.
- Monitoring and flagging crisis situations and trends.
- Being responsible for overall social channel growth.
- Managing daily basic tasks (e.g. daily press inquiries, sample and debug software distribution, signing of NDAs, etc.)
- Insights into Corporate Communications / Public Affairs (PR, Social Communication)
- Additionally there will be several sections to learn basic communications skills (texting press releases, knowledge of all communication means, corporate journalism, crisis communications, interview/media training, etc.)

## The Communications Trainee Volontär Kommunikation) (m/f) needs:

- Graduate with a degree (Bachelor or Master) in Communications or similar.
- First experience (through internship) in editorial offices, PR agencies, or communication departments.
- Great communication skills.
- Fluency in English and German is required.
- Passion for video gaming.
- Good knowledge of the media and communication landscape, as well as interest and feeling for future trends.
- Advanced understanding of consumer behavior on digital channels.
- Excellent organizational skills to balance a wide range of initiatives.
- Ability to think analytically, strategically and execute methodically, even under time pressure.
- Accurate and reliable in handling of sensitive data.

## What's in it for you? Glad you asked!

- Comprehensive education with personal mentors
- Responsible tasks
- Adequate salary
- 28 days annual leave
- Job Ticket
- Employee Discounts
- Regular team events

## You will also want to know:

More about our location: <http://careers.ea.com/our-locations/cologne>

Please apply with a CV in English.