

Social Media & Digital Marketing Intern — B2B Consulting & Lead Generation

Location: Serres, Greece (on-site; hybrid 2–3 days/week after ramp-up)

Duration: 6 months | **Hours:** Full-time (40 hrs/week)

At Page-37, we turn pricing into business power — combining consulting, technology, and creativity to help companies achieve sustainable revenue growth. Now we're looking for a Social Media & Digital Marketing Intern to help us build our digital presence and create a systematic sales funnel that generates qualified leads.

You'll shape how Page-37 communicates its expertise to the world: developing content, building community, and turning engagement into measurable business results.

What you'll do

- **Select and manage social media platforms** (LinkedIn, Instagram, X, YouTube, etc.) that best reach our audience of pricing, sales, and IT professionals.
- **Build and grow a follower community** through engaging and consistent posting.
- **Plan and execute the content calendar** — write, edit, and publish posts, articles, and visuals aligned with Page-37's consulting themes.
- **Create lead magnets** (whitepapers, success stories, AI prompts, templates) and connect them to landing pages and email opt-ins.
- **Develop a structured sales funnel** — awareness → engagement → lead capture → nurturing.
- **Define KPIs** (reach, engagement, conversion, follower growth) and set up analytics dashboards to track performance.
- **Coordinate content co-creation** with consultants (case studies, customer stories, industry insights).
- **Run and monitor social ads** (LinkedIn Ads, Meta Ads) within defined budgets.
- **Continuously analyze and improve digital** campaigns — A/B testing, keyword performance, conversion optimization.
- **Define a roadmap** for building an owned Page-37 community (newsletter, webinars, podcast, or online group).
- **Stay current** on social media trends, B2B digital marketing tactics, and AI tools for content automation.

Your environment @ Page-37

A fast-paced, entrepreneurial consulting firm where communication is part of the

strategy. You'll work closely with senior consultants and leadership to turn complex pricing topics into compelling, creative stories that resonate with the market.

Must-haves

- **Fluent English** (written & spoken) with strong writing and storytelling skills.
- **Creativity and structure** — able to craft ideas that fit a measurable framework.
- **Understanding of social media platforms** and how to engage B2B audiences.
- **Analytical mindset** — comfortable interpreting data and adjusting campaigns.
- **Motivation to learn about consulting**, pricing, and B2B marketing.
- **Ownership & reliability** — manage your own posting and reporting rhythm.

Nice-to-haves

- Experience with **Canva, Figma, HubSpot, Mailchimp, or Meta Business Suite**.
- Basic knowledge of **SEO, A/B testing, or Google Analytics**.
- Studies in **Marketing, Communications, Business, or Digital Media**.
- Interest in AI tools for content creation and social automation.

Inclusive hiring

All profiles are welcome. We encourage applications from candidates of every background and identity.

What we offer

- **Competitive compensation** (internship).
 - **Laptop & modern toolset** for design and publishing.
 - **Office in Serres city center**, hybrid option 2–3 days/week after ramp-up.
 - **Mentorship** from senior consultants and brand advisors.
 - **Steep learning curve** in B2B digital marketing, community building, and lead generation.
 - **Creative freedom** to shape Page-37's brand and experiment with new ideas.
 - **Exposure to executive-level** consulting projects and how digital presence supports business growth.
 - **A culture that's honest, creative, and no-nonsense** — focused on ideas that work & stick
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How to apply

Send your **CV** and a **short cover letter** (why you, why pricing, why Page-37) to **Philipp Stickssel** with subject line “**Social Media & Digital Marketing Intern – Serres (6 months)**”.

Please include your **earliest start date**.

Contact Philipp Stickssel via email: pstickssel@yoursei.com