



## Placement Opportunity

Undergraduate (BA) student: X

Graduate (MA) student:

Reference:	BETATEC-TapReason – 02
Company Name:	TapReason
Company Type: (Startup/Mature/...)	Startup / Mobile
Location (full address):	Caesarea
Stay Duration: (min 2, max 6 months)	2-6 months

### Company Description:

*TapReason* helps mobile applications fulfill their true potential. In the crowded mobile space, building a great app is not enough and reaching a critical mass of users is required to be successful. This is where *TapReason* comes in.

*TapReason* is using advanced, and cutting edge technologies, to help mobile apps leverage their user base to promote themselves and amplify their organic (non-paid) growth.

*TapReason* is a fast growing startup, working with well-renowned mobile apps and already installed on millions of devices.

### Job Description and Tasks:

A placement for an undergraduate student for a **Marketing** position.

The intern will be responsible for Tap Reason's marketing efforts. During the internship he will manage our content marketing, plan and execute our brand awareness strategy and lead our media buying efforts. The internship requires some understanding of the mobile apps industry.

### Essential Requirements:

- Fluent level of written and spoken English, additional languages are an advantage.
- Team player, responsible and trustworthy.
- Autodidact.
- Writing skills. Blogging experience - Advantage.
- Experience in writing technical content - Advantage.
- Technical skills and previous app building experience - Advantage.
- Previous online campaign management experience - Advantage.
- Previous marketing experience - Advantage.

### Remuneration Details:

Transportation costs will be covered. Other incentives can be negotiated.