



## Placement Opportunity

Undergraduate (BA) student:

Graduate (MA) student: X

Reference:	BETATEC-TapReason – 01
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 a graduate student in **Marketing and Business Development** positions.

The intern will be responsible for creating and managing *TapReason's* overall marketing strategy, from creating brand awareness to generating leads. During the internship he will manage our content marketing, plan and execute our brand awareness strategy and lead our media buying efforts. All of which requires out of the box thinking, some understanding of the mobile apps industry and a keen interest for learning.

### Essential Requirements:

- Fluent level of written and spoken English, additional languages are an advantage (preferred previous experience in a business development or sales role).
- Writing skills. Blogging experience -Advantage.
- Interested in mobile apps and the social media ecosystem.
- Autodidact.
- Team player, responsible and trustworthy.
- Proven experience in writing technical content - Advantage
- Analytical approach – Have the ability to deal with analytical data and to extract insights.
- 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.