

**Από:** Elina Mavrogiorgou <elinamav@iky.gr>

**Στάλθηκε:** Τρίτη, 9 Απριλίου 2019 4:22 μμ

**Προς:** 'ΑΕΑΤΗ'; 'ΑΝΟΤΑΤΗ ΣΧΟΛΗ ΚΑΛΩΝ ΤΕΧΝΩΝ'; Maria Kantonidou; 'ΑΣΤΕΚ'; 'ΑΤΕΙ ΘΕΣΣΑΛΟΝΙΚΗΣ'; 'ΑΥΤΗ'; 'ΑΥΤΗ'; 'ΑΥΤΗ 1'; 'ΔΙΕΘΝΕΣ ΠΑΝΕΠΙΣΤΗΜΙΟ ΤΗΣ ΕΛΛΑΔΟΣ'; 'ΔΙΕΘΝΕΣ ΠΑΝΕΠΙΣΤΗΜΙΟ ΤΗΣ ΕΛΛΑΔΟΣ'; 'ΔΙΜΙΚΡΙΤΕΙΟ'; 'ΔΙΜΟΚΡΙΤΕΙΟ 2'; 'ΔΥΤΗ'; 'ΕΑΡ'; 'ΕΑΡ'; 'ΕΑΡ ΖΕΥΓΟΛΙΣ'; 'ΕΚΠΑ'; 'ekpa erasmus'; 'ΕΜΡ'; 'ΕΜΡ 2'; 'ΕΜΡ- ΘΟΜΑ'; 'SSE 2'; 'SSE 3'; 'SSE-MANOLIS'; 'ΤΕΙ ΠΕΛΟΠΟΝΝΗΣΟΥ'; 'ΤΕΙ ΠΕΛΟΠΟΝΝΗΣΟΥ'; 'ΤΕΙ ΣΤΕΡΕΑΣ ΕΛΛΑΔΑΣ'; 'ΤΕΙ ΣΤΕΡΕΑΣ ΕΛΛΑΔΑΣ'

**Κοιν.:** comm.team@akkaarchitects.com; 'Vaso Giannouli'

**Θέμα:**

Αγαπητοί συνεργάτες,

Σας προωθούμε θέσεις πρακτικής άσκησης για φοιτητές Erasmus+ στην Ολλανδία (Αμστερνταμ) από την εταιρεία akkaarchitects, <http://akkaarchitects.com/>

[main - AKKA architects](#)

akkaarchitects.com

'Design for Work' is a series of events organized by AKKA Architects, where experts from different disciplines discuss the ever-changing dynamics of a workplace with the aim of better understanding the relation between work and space.

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Περισσότερες πληροφορίες θα βρείτε στα συνημμένα αρχεία.


Με φιλικούς χαιρετισμούς,


Ελίνα Μαυρογιώργου

**Elina Mavrogiorgou**

IKY/Erasmus+ Hellenic National Agency | **Higher Education Sector | Responsible for Strategic Partnerships, Mobility Consortia & Traineeships.**

Ethnikis Antistaseos Avenue 41 | 14234 N. Ionia

 Tel: 0030 210 3726 388

 Mail: [elinamav@iky.gr](mailto:elinamav@iky.gr)



Erasmus+



Web:  |  | 

Καλημέρα σας κα. Μαυρογιώργου,

Παρακάτω θα βρείτε τις περιγραφές των ανοιχτών θέσεων πρακτικής άσκησης, καθώς και τον ιστότοπο της εταιρίας.

- Vacancy Copywriter Internship
- Vacancy Digital Marketing Internship
- Vacancy Sales Internship
- Vacancy Social Media and Communications Internship
- Vacancy Audio Visual Communications Internship
- Vacancy Interior Architecture Design Internship

Σε συνημμένα αρχεία θα βρείτε τις αναλυτικές περιγραφές των θέσεων.

Ο ιστότοπος είναι ο εξής: <http://akkaarchitects.com/>

Για οποιαδήποτε πληροφορία επιθυμείτε επικοινωνήστε μαζί μου.

Με εκτίμηση,

Ιωάννης Μπατζής

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-----Original Message-----

From: "Elina Mavrogiorgou" <elinamav@iky.gr>

Sent: Tuesday, 9 April, 2019 08:30

To: comm.team@akkaarchitects.com

Subject: RE: ΔΙΑΔΙΚΑΣΙΑ ΔΗΜΟΣΙΕΥΣΗΣ ΑΝΟΙΧΤΩΝ ΘΕΣΕΩΝ ΠΡΑΚΤΙΚΗΣ ΣΕ ΕΛΛΗΝΙΚΑ ΠΑΝΕΠΙΣΤΗΜΙΑ

Κύριε Μπατζή,

Στείλτε μας το link με το προφίλ της εταιρείας /περιγραφή θέσεων, ώστε να το αποστείλουμε στα ελληνικά Πανεπιστήμια.


Με εκτίμηση,


Ελίνα Μαυρογιώργου

**Elina Mavrogiorgou**

IKY/Erasmus+ Hellenic National Agency | **Higher Education Sector | Responsible for Strategic Partnerships, Mobility Consortia & Traineeships.**

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 Tel: 0030 210 3726 388

 Mail: [elinamav@iky.gr](mailto:elinamav@iky.gr)



Erasmus+



Web:   

**From:** comm.team@akkaarchitects.com [mailto:comm.team@akkaarchitects.com]  
**Sent:** Friday, April 05, 2019 5:04 PM  
**To:** Elina Mavrogiorgou  
**Subject:** RE: ΔΙΑΔΙΚΑΣΙΑ ΔΗΜΟΣΙΕΥΣΗΣ ΑΝΟΙΧΤΩΝ ΘΕΣΕΩΝ ΠΡΑΚΤΙΚΗΣ ΣΕ ΕΛΛΗΝΙΚΑ ΠΑΝΕΠΙΣΤΗΜΙΑ

Καλησπέρα σας κα. Μαυρογιώργου,

Σας ευχαριστώ πολύ για την γρήγορη ανταπόκριση.  
Έχουμε ήδη ανεβάσει τις διαθέσιμες θέσεις πρακτικής στην παρακάτω ιστοσελίδα.

Η ερώτησή μου είναι σχετικά με το ποιά είναι η διαδικασία που πρέπει να προβούμε ώστε να δημοσιευτούν οι θέσεις τις οποίες προσφέρουμε στις ιστοσελίδες συγκεκριμένων πανεπιστημίων.

Συγκεκριμένα το Πανεπιστήμιο Πελοποννήσου με παρέπεμψε στο γραφείο σας, ισχυριζόμενο ότι δεν μπορεί να αναρτήσει τις συγκεκριμένες θέσεις πρακτικής.

Ευχαριστώ εκ των προτέρων.

Με εκτίμηση,

Μπατζής Ιωάννης

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-----Original Message-----

From: "Elina Mavrogiorgou" <elinamav@iky.gr>  
Sent: Friday, 5 April, 2019 15:36  
To: comm.team@akkaarchitects.com  
Cc: "Koumpounis Filippou" <fkoumpounis@iky.gr>, dangelaki@iky.gr  
Subject: RE: ΔΙΑΔΙΚΑΣΙΑ ΔΗΜΟΣΙΕΥΣΗΣ ΑΝΟΙΧΤΩΝ ΘΕΣΕΩΝ ΠΡΑΚΤΙΚΗΣ ΣΕ ΕΛΛΗΝΙΚΑ ΠΑΝΕΠΙΣΤΗΜΙΑ

Κύριε Μπατζή,

Μπορείτε να αναρτήσετε την προσφορά θέσης πρακτικής άσκησης στο ακόλουθο portal:  
[www.erasmusintern.org](http://www.erasmusintern.org)

Με εκτίμηση,

Ελίνα Μαυρογιώργου

**Elina Mavrogiorgou**

IKY/Erasmus+ Hellenic National Agency | **Higher Education Sector | Responsible for**

**Strategic Partnerships,**

**Mobility Consortia & Traineeships.**

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Tel: 0030 210 3726 388

Mail: [elinamav@iky.gr](mailto:elinamav@iky.gr)



Erasmus+



Web:

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**From:** Koumpounis Filippos [mailto:fkoumpounis@iky.gr]  
**Sent:** Friday, April 05, 2019 9:48 AM  
**To:** 'Elina Mavrogiorgou'  
**Subject:** FW: ΔΙΑΔΙΚΑΣΙΑ ΔΗΜΟΣΙΕΥΣΗΣ ΑΝΟΙΧΤΩΝ ΘΕΣΕΩΝ ΠΡΑΚΤΙΚΗΣ ΣΕ ΕΛΛΗΝΙΚΑ ΠΑΝΕΠΙΣΤΗΜΙΑ

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**From:** erasmusplus [mailto:erasmusplus@iky.gr]  
**Sent:** Friday, April 05, 2019 9:28 AM  
**To:** Koumpounis Filippos  
**Subject:** Fwd: ΔΙΑΔΙΚΑΣΙΑ ΔΗΜΟΣΙΕΥΣΗΣ ΑΝΟΙΧΤΩΝ ΘΕΣΕΩΝ ΠΡΑΚΤΙΚΗΣ ΣΕ ΕΛΛΗΝΙΚΑ ΠΑΝΕΠΙΣΤΗΜΙΑ

----- Προωθημένο μήνυμα -----

**Θέμα:** ΔΙΑΔΙΚΑΣΙΑ ΔΗΜΟΣΙΕΥΣΗΣ ΑΝΟΙΧΤΩΝ ΘΕΣΕΩΝ ΠΡΑΚΤΙΚΗΣ ΣΕ ΕΛΛΗΝΙΚΑ ΠΑΝΕΠΙΣΤΗΜΙΑ

**Ημερομηνία:** Thu, 4 Apr 2019 09:48:06 +0200 (CEST)

**Από:** [comm.team@akkaarchitects.com](mailto:comm.team@akkaarchitects.com) <[comm.team@akkaarchitects.com](mailto:comm.team@akkaarchitects.com)>

**Προς:** [erasmusplus@iky.gr](mailto:erasmusplus@iky.gr)

Καλημέρα σας,

Ονομάζομαι Μπατζής Ιωάννης και σας στέλνω αυτό το email για να μου γνωστοποιήσετε ποιες είναι οι απαραίτητες ενέργειες που πρέπει να κάνω ώστε να δημοσιευτούν οι ανοιχτές θέσεις πρακτικής άσκησης στην εταιρία την οποία εργάζομαι στην Ολλανδία σε ορισμένα Ελληνικά Πανεπιστήμια.

Ευχαριστώ εκ των προτέρων.

Με εκτίμηση,

Μπατζής Ιωάννης

**Vacancy:** Visual Communication Internship in Amsterdam

**Studies:** Communication and Information Sciences

**Duration:** 6 months

**Commitment:** Full-time

**Tasks:**

- CAPTURE
  - Identify and document moments of value throughout the day which will be later on used to create an edited audio-visual material suitable to share with our different target audiences.
  - Ideate and create relevant, original, high-quality audio-visual content that is in line with the social media, marketing and/or sales strategies.
  - Create audio-visual content that reflects our identity, philosophy and vision.
- TRANSLATE
  - Identify and translate our written content into audio-visual ideas that are attractive and useful for our target audiences.
- COLLECT
  - Collect and organise new and old raw film footage from various sources and shoots,
- EDIT
  - Use computer editing software programs, video switching devices, digital video effects programs and other tools to piece together film components
  - Combine diverse footage to create a cohesive and impactful story for the audience.
  - Reordering and fine-tuning content to ensure logical sequencing and smooth running of the audio-visual piece.
  - Combine visual footage with audio sound effects, dialogue, ambient sound and a musical soundtrack
  - Ensure all editing cuts, splices, changes and additions appear seamless and natural and help the story flow more effectively in the finished product
  - Continuously discover and implement new editing techniques.

**Skills:**

- Experience with different video edition software (e.g. Avid Media Composer, Lightworks, Premiere, After Effects and Final Cut)
- An artistic eye for video edition
- Familiarity with special effects, 3D and compositing
- Creative mind and storytelling skills

# Vacancy: Copywriter Internship in Amsterdam

**Studies:** Communication and Information Sciences, Languages and Philological Sciences

**Duration:** 6 months

**Commitment:** Full-time

## Tasks:

- Support overall marketing team goals and programs
- Edit marketing content and help to translate concepts into easy-to-understand marketing collateral
- Edit content that drives leads, subscribers, awareness, and/or other relevant metrics
- Write original content for the AKKA's blog
- Write and schedule weekly newsletters that are interesting and engaging
- Create requested content that articulates the benefits of our services
- Help with content editing for other AKKA departments
- Proofread content for online (website, social media, blog, press releases) ensuring that it is in line with AKKA's style
- Research ways to further enhance our presence and identity online and offline.

## Skills:

- High English proficiency, Fluent in English speaking and writing
- Student of Communication, English Literature, Journalism or a similar studies
- Good writing and editing skills, an eye for detail and can adapt to our guidelines
- A passion and strong understanding of our business's mission
- Ability to adopt the style, tone, and voice of our business
- Experience with having your own blog or have written for university publications
- Perspective on opportunities and solutions. You are proactive.
- Available to work next to a great team for a period of at least 4-6 months

# Vacancy: Digital Marketing Internship in Amsterdam

**Studies:** Business Studies and/or Management Science, Communication and Information Sciences

**Duration:** 6 months

**Commitment:** Full-time

## Tasks:

### STRATEGIES

- Demonstrate ability to map out a comprehensive digital marketing plan. Drive strategies that are proven by testing and metrics.
- Plan, execute, and measure experiments and conversion tests
- Instrument conversion points and optimize user funnels
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Design all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns

### ONLINE CAMPAIGNS

- Developing landing pages on different platforms to promote internal campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Running ad campaigns in Google AdWord

### ANALYTICS

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.

- Research, analysis and monitoring competitors' social media updates.
- Analysing Google Analytics
- Measuring search engine optimization results
- Performing competitor keyword analysis
- Reviewing ecommerce sales data
- Review social media metrics
- Running reports to track growth, response or ROI

#### **ONLINE MANAGEMENT**

- Fixing broken links on the company website
- Renewing domains and hosting plans
- Developing keyword lists
- Appropriately naming images on the company website
- Choosing anchor text for backlinks
- Listing the company in online local business directories
- Listing the company website in niche directories
- Renaming files so they are optimized for search engines
- Optimizing content based on a keyword strategy
- Reviewing website backlinks

#### **Skills:**

- Proven working experience in digital marketing
- Knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social."
- Experience with WordPress.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)



- Experience in setting up and optimizing Google Adwords campaigns
- Basic knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

# Vacancy: Sales Internship in Amsterdam

**Studies:** Business Studies and/or Management Science

**Duration:** 6 months

**Commitment:** Full-time

## Tasks:

- Design and implement a strategic business plan that expands the company's customer base and ensure its strong presence
- Prospect and identify qualified business leads
- Securing sales appointments through a multichannel sales approach
- Help on mapping out and execute strategic plans to build the client base
- Identify emerging markets and market shifts while being fully aware of new products and competition status
- Attend and participate in group sales training programs
- Help develop, monitor and manage a CRM database in a timely and accurate manner
- Assist in general and administrative duties across the company as and when required
- Maintain quality and adherence to sales and relationships processes, also identifying and contributing to their improvement
- Present sales, revenue and expenses reports and realistic forecasts to the management team

## Skills:

- BS degree in business administration or a related field
- You are fluent in English, speaking and writing
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization
- Strong business sense and industry expertise
- Good mentoring, coaching and people management skills

# Vacancy: Social Media and Communications Internship in Amsterdam

**Studies:** Business Studies and/or Management Science, Communication and Information Sciences

**Duration:** 6 months

**Commitment:** Full-time

## Tasks:

### CONTENT PUBLISHING & MANAGEMENT

- Manage the creation and publishing of relevant, original, high-quality content throughout all our social media platforms in the most creative way possible while having alignment with our identity, philosophy and tone of voice in order to reach the company's target customers.
- Maintain our social media platforms up to date while making sure that the latest posts are perfectly designed, relevant and attractive to our different audience per platform.
- Be proficient in the usage of the right tools to manage our content.
- Curate and manage all published content (visual and written content).
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales. Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Design and manage promotions and Social ad campaigns.

## **OPTIMIZE**

- Optimize the regular publishing schedule with base on the analytics results.
- Tweak strategies for social media in base of the key metrics analysis.
- Monitor trends in social media tools, applications, channels, design and strategy.

## **STRATEGISE**

- Promote the most relevant content through social advertising while working closely with other members of the team in order to create communications strategies and then implement these strategies the most suitable way.
- Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.

## **Skills:**

### **EXPERIENCE**

- Experience in traditional marketing
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.
- In-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Ability to effectively communicate information and ideas in written, graphic and video format.
- Ability to build and maintain sales relationships, online and off.
- Great organisation and time management skills

### **TECHNICAL**

- Excellent English writing and speaking skills.
- An eye for design. Visually creative.
- Proficiency on InDesign, Illustrator and Photoshop.
- Experience with e-commerce platforms
- Evident good technical understanding and can pick up new tools quickly.

**Vacancy:** Interior Architecture/Design Internship in Amsterdam

**Studies:** Architecture, Interior Design, Interior Architecture, Spatial Design

**Duration:** 6 months

**Commitment:** Full-time

**Tasks:**

- Support the team to develop design solutions and implementing interiors for safety, functionality and aesthetics while having a strong alignment with the vision of AKKA Architects.
- Research concepts and materials to support design team on technical issues influencing concept development.
- Select furniture, materials, decor and finishes while keeping within budget
- Draft plans to create or refine spaces in the different projects AKKA Architects is working on while having alignment of our clients' tastes in mind.
- Support the team of senior architects at AKKA with the ongoing relationship with different clients, additional architects or designers, construction teams and inspectors.
- Have an understanding of federal, state and local building regulations so the designs are up-to-code.
- Prepare and participate in client presentations
- Support the team with community sessions with possible and current clients to discuss the expectations for the project.
- Work within timely schedules to coordinate the completion of tasks through to final project completion
- Conduct on-site observations and provide recommendations to help streamline ongoing design projects

**Skills:**

- High English level (written, spoken and read)
- Strong communication skills.
- Have an understanding of the characteristics of building and design materials, and also be skilled in the use of light, colour and textures in a space.
- Organized, detail oriented, deadline driven, fast paced team player.
- Able to develop and present design concepts
- AutoCAD proficiency required
- Proficiency in the usage of Adobe Suite