

Internship “Country Manager” Italy
in an International Online Start-Up Company
(40 hrs/week Internship, the Netherlands)

Become responsible for expanding HousingAnywhere.com in your country

Fields: Sales, Marketing & HRM

About HousingAnywhere.com

HousingAnywhere.com provides a platform that helps students rent rooms to and from each other while they travel around the world. The platform is free to use and is strictly student-to-student, no other advertisers or renting parties are permitted. HousingAnywhere.com helps universities sign up as platform members so their students can use and profit from our services. Through this process universities gain an extra tool to increase their supplies of off-campus housing and students have a unique outlet to find and rent rooms when they are going abroad.

Watch our movie: www.youtube.com/HousingAnywhere

International Expansion

Since our formation in 2009 we have launched our platform at 72 universities worldwide. From Rotterdam to Barcelona and all the way to Sao Paulo, Singapore, and Los Angeles: HousingAnywhere.com is a rapidly growing start-up. We expect to grow to over 150 universities by the end of the summer. To make this happen we are looking for interns who want to have international experience as well as valuable training in how to be a country manager.

We are a vibrant, success driven company that rewards based on achievement.

Your Responsibilities

You will be responsible for expanding HousingAnywhere.com in Italy. You will be working from our office in Rotterdam, the Netherlands. Through online channels, such as social media and career platforms you will recruit a team of 20 local students from your target country. These students will sell memberships of HousingAnywhere.com to their local universities. As Country Manager you develop a sales strategy and guide your team through the sales process and make sure that our platform expands in Italy.

After the sale is made, you guide a group of students who perform marketing activities at the university campus. These students hand out for example flyers, and you will coordinate that too.

Tasks of a “Country Manager Italy,”

- Make a strategy for selling & launching HousingAnywhere.com in Italy,
- Recruit a team of local students through online channels. You will be in charge of recruitment, interviews and hiring
- Guide your team through the process of convincing a university to join HousingAnywhere.com
- Launch our platform at the universities together with your local team
- Launch a marketing campaign at new and existing universities in Italy

- Keep in touch with our clients (universities) in Italy.
- Being involved through weekly meetings with the management of HousingAnywhere.com

Cool Things

- This is not your average internship: You are directly responsible for everything that will happen in your country, which is cool if things go right (and which is not cool when your country underperforms; it will mean a lot of extra hours for you to get the performance up again).
- You will develop your sales, negotiation, leadership, and business communication skills
- You will instruct an online team of 15-30 people; Leading online teams is a skill that is very good to have, since a lot of multinational companies are moving from country teams to online teams as well. Having this experience will greatly help you in future application processes at multinational/international companies.
- Our team consists of 14 people, with 14 nationalities, of which the oldest person is 26 years old; also having this experience of working in an international work environment will be a good element to have on your CV.
- You will be working in the Netherlands, in Rotterdam, in the picturesque student neighborhood Kralingen. Rotterdam is the second biggest city in the Netherlands and is one hour by train from the capital Amsterdam

Characteristics we are looking for in our Country Managers:

- **Knowledge about the country:** you should have either worked or studied in Italy
- **Language:** you should be able to speak Italian on an above-average level.
- **Independent:** The ability to work independently (you report directly to the Founder of the company and the Management Coordinator) and to demonstrate leadership
- **Structured:** The ability to work in a structured manner: the only way to make sure that HousingAnywhere.com will not become a victim of its own growth, is to be very organized. You will need to work according to specific checklists of our framework and develop the checklists yourself if they do not yet exist
- **Persistent:** You will be guiding a Sales Team. A central characteristic of good sales people is that they are very persistent: they should be able to get many rejections and still continue their job. You should therefore be as persistent as they should be: motivating them to keep on going and keep on selling this product over and over again
- **Productive and motivated worker:** We need someone who is a hard worker and is really passionate about HousingAnywhere.com. You will work 40 hours a week, but should HousingAnywhere.com grow much more rapidly than expected, we are looking for people who are willing to go the extra mile. It has happened that our interns had to work on a Sunday. Although this is not common, you should be prepared for it!
- **Energetic, optimistic and imaginative power:** you need to motivate a team of students, also in bad times
- **Willing to do simple tasks:** you will be Country Manager and the only person 'above' you in hierarchy is the Founder and the Management Coordinators. However, on the other hand there is nobody 'below' you in our office (your own team is in another country). This means you also need to complete simple tasks, for example, preparing excel sheets, replacing a logo on our website, emptying the dishwasher etc. It won't be your main job, but these things will be part of the job
- **Human Resource related:** the field of this internship is Marketing & Sales. However, in order to get a team of local students, you first need to do 1-2 months of recruitment activities. Therefore, this internship is also HRM related. The recruitment period will consist of recruiting a team through various channels such as Facebook, LinkedIn and university's career services

- **Studies:** You should be a third year student or higher. You should have an interest in the field of Sales & Marketing (it is not necessary to study this field)

Time period

- 40 hours a week
- Starting 21 July 2014 (start date is flexible)
- Ending date 31 January 2015 (6.5 months)
- You will work from our office in Rotterdam, the Netherlands

Payment

500 Euros per month + a bonus based on your team results.

Apply

You can apply by sending your CV and motivation letter to Luca on luca@housinganywhere.com. In your motivation letter, please inform us why you want to work for a start-up company like HousingAnywhere.com, instead of the typical multinational company. If you have any question before applying, feel free to send us an email on the above mentioned email address.

Please apply before Sunday 1 June, 23:00h. Send an email with your CV and motivation letter luca@housinganywhere.com. You may send in your CV and motivation letter also before the deadline.

Other questions? luca@housinganywhere.com

