CAFÉ MODELÉ

Internship – Multimedia Marketing Manager

February 2027

At a glance

- Location: rue des Capucins 39, Brussels (city centre)
- Duration: 5 to 6 months
- Full-time
- Focus: Communication – Marketing – Graphic design
- Remote work possible 1 day/week

Your new mission

Café Modelé is looking for a 6-month intern to start in February 2027.

A place where time slows down. People come to paint a piece of ceramic, sip a frothy cappuccino, chat with friends, or simply let themselves be inspired. Café Modelé is a studio open to everyone, a creative cocoon where hands shape and colour speaks.

To keep this soft, colourful world shining, we are looking for a curious person with a feel for aesthetics and for people, to join our team as a communication intern.

Missions

Alongside our small team, you will be involved in:

1. Benchmarking

Ongoing benchmarking of our social media content and that of our competitors. Keeping up to date with every change in social networks and algorithm rules.

2. Rolling out an effective social media strategy

Creating content for our social networks (Instagram, TikTok, Pinterest), building the editorial calendar and putting it into action:

- Instagram: aesthetic content, “process” videos (painting timelapse, kiln firing), before/after of the pieces.
- Stories: behind the scenes, happy customers, quizzes, polls, etc.
- Reels / TikTok: dynamic formats, trends, creative challenges.
- UGC (customer content): reposting our customers’ photos to build engagement and a sense of community. Answering the community: comments and DMs.
- Collabs with other local makers (jewellery, flowers, candles…).

3. Keeping the newsletter going

- News about new workshops.
- Customer testimonials.
- Good deals, promotions, exclusives.

4. Building our local & web presence

- Local SEO (Google Maps, Google reviews).
- Local press relations and micro-influence (local bloggers, instagrammers).

5. KPIs

Working from indicators and optimising our working methods based on them.

6. Website

Updating the website (products) and optimising its visibility on search engines and AI tools:

- SEO: optimising organic ranking (keywords, content, page structure, product pages).
- SEA: managing and optimising paid campaigns (Google Ads), tracking budget and conversions.
- GEO (Generative Engine Optimization): optimising the site and our content so that generative AIs (ChatGPT, Gemini, Perplexity, etc.) cite us.

Who are we looking for?

Profile

- You are a Master's student in communication, design or multimedia marketing.
- You have a real artistic sensibility, plenty of creativity and ideas to put forward to improve Café Modelé's visibility.
- You are comfortable with Canva, CapCut or other creative tools.
- You are at ease on Instagram, Pinterest, TikTok, Google and YouTube, and you know how to capture an atmosphere in photo or video. You spend a lot of your free time on social media anyway.
- You are autonomous, curious, and you love creative places, colours, unique tableware and the details that make the difference.
- You have some notions of SEO/SEA and you are curious about GEO (ranking in generative AIs).

Essential: you are fluent in English and you speak French.

Our offer

What you get

- An immersion in a gentle, creative place that is constantly evolving.
- Kind, supportive guidance and concrete missions.
- The freedom to experiment, test and propose.
- An inspiring atmosphere (and good coffee, of course).
- Discovering ceramic painting.