

Join Virtuagym as a Digital Marketing Intern!

As Virtuagym keeps on growing, we are now looking for a new intern to complement our Marketing team. Are you a creative and data-driven marketing enthusiast looking to gain hands-on experience in digital marketing? Virtuagym is looking for a Digital Marketing Intern (Dutch speaker) to help grow our brand awareness, improve market penetration, and optimize marketing strategies for our German-speaking audience. Will you join us in our quest to create a healthier and happier world? 🚀

Join a high performing team and make an impact!

We're a passionate, driven team with a strong focus on growth and delivering outstanding results. At Virtuagym, we cultivate a high-performance culture built on dedication, ownership and driving excellence. If you're a self-starter who embraces challenges, thrives in a fast-paced, dynamic environment and keeps going where others might stop, this could be the perfect role for you! In return, you'll join a team where you can grow, develop, and truly unlock your full potential.

We have a beautiful office in the center of Amsterdam and while we foster getting together to exchange ideas and energy, we are a remote-friendly company. This means that you have the freedom to work from home whenever you want, provided you keep delivering great results! At the same time we love bringing our teams together by organizing team events and company parties to brainstorm about the future of our industry and build friendships, while having fun along the way.

This role is based at our Amsterdam office and is a full-time (40 hours) position (32/36 hours can be discussed but full-time is preferred).

Please note: even though we are remote-friendly, we can only hire interns that are enrolled at an EU university and live in the Netherlands/are open to move to the Netherlands and hold a Dutch citizen service number (BSN).

What this role looks like

As part of our global Marketing team, the Digital Marketing Intern will work closely with our Dutch sales team and report to one of our Digital Marketing Specialists. This is an excellent opportunity to develop your content marketing, SEO, SEA, and PR skills while working in an international SaaS company specializing in fitness management software.

Some of your key tasks as Digital Marketing Intern

- Content Marketing & Localization – Support the localization of global marketing strategies to fit the Dutch market.
- Translation & Transcreation – Adapt and translate blog articles, newsletters, and other marketing materials for a native Dutch audience.
- Email Marketing – Optimize email marketing campaigns for engagement and conversion.


- SEO & SEA – Assist our SEO specialists in keyword research, on-page optimization, and content strategy for the Dutch market; support our Google Ads & social media advertising efforts to improve campaign performance.
- Public Relations & Brand Awareness – Assist in PR campaigns and media outreach to grow brand awareness.
- Market & Competitor Research – Conduct market analysis to refine our localization and positioning strategies.
- Client Case Studies & Testimonials – Help create compelling customer stories and video content to build trust and credibility.
- Stakeholder Management – Work closely with the Dutch sales team to align marketing efforts with business goals.

What you will bring to the Marketing team

- You're a 3rd or 4th year student (HBO / WO) in the EU of a Business, Communication or Marketing program
- You're a native Dutch speaker, with excellent written and verbal communication skills in German and English.
- You have past experience or a strong interest in digital marketing, content marketing, SEO, SEA, or PR.
- You have an analytical mindset – you enjoy measuring performance, tracking data, and making data-driven decisions.
- You're proactive, creative, and self-motivated with a passion for writing and storytelling.
- An interest in fitness, health tech, or SaaS is a plus!

Important note: please do apply if you meet 80%+ of the criteria. At Virtuagym we hire great people, not just resumes. If you can't check off a few requirements but are a fast learner, we'd love to hear from you!


Benefits:

 We provide a monthly internship compensation.


 Remote-friendly: you can work from home in The Netherlands whenever you like.

Please note: for our Amsterdam office vacancies, even though we are remote-friendly, we can only hire interns who live in the Netherlands/are open to moving to the Netherlands, and hold a Dutch citizen service number (BSN).








 We provide your hardware.

 The Virtuagym Health Program: a monthly contribution towards your gym subscription (Trainmore, Basicfit, Classpass, Urban Sports Club etc.), Friends & Family gym discount and free video-on-demand workouts.

➔ Work from abroad (within Europe) for up to 12 weeks a year with a maximum of 4 consecutive weeks.

 Unlimited access to on-demand coaching with psychologists via chat, phone, or video call through the platform OpenUp.

Cultural perks:

-  Many opportunities for personal and professional growth within the company.
-  A fun, healthy, and international work environment made up of over 35+ nationalities.
-  We believe in a flat hierarchy with room to take ownership: your voice will be truly heard.
-  Organized Virtuagym sports events throughout the year.
-  Awesome company events such as New Year's dinners, Summer outings, ski trips, etc.
-  Weekly Friday drinks and snacks in the office!
-  Pet-friendly office at the Amsterdam canals. Bring your pup to work day!

About Virtuagym

Virtuagym is a leading and fast-growing innovator in the digital health and fitness domain, offering a Software as a Service solution and multiple native apps to users worldwide. We offer coaching and management solutions for trainers, studios, clubs and corporate wellness, all with the vision to make the world a healthier and happier place.

Virtuagym is an ambitious, passionate and multicultural team of talented people who want to create a healthier world for all. We believe in teamwork, challenging each other, being bold and adventurous, working lean, taking care of each other and sharing success. As a scale-up, we embrace our diversity, international character and our flat hierarchy that promotes great freedom, taking ownership and making a true impact. Our talented staff of 175+ employees are based out of two locations: Amsterdam, NL, and Medellin, CO.

Every day with us will be an opportunity to cultivate and evolve your personal and professional skills, as well as to make a significant impact on a global scale. At Virtuagym everyone can grow, whatever background you bring with you. We are not just colleagues, we are friends, willing to help and support each other. By joining us, you become a part of a joyful and energetic team.

Ready to join us?

Please do not hesitate to apply by clicking the 'Apply for this Job' button below! We will get back to your application within 10 working days.

For any questions on the vacancy, please get in touch with the recruitment team at recruitment@virtuagym.com.

The hiring process

The hiring process for this role consists of 2 interviews and a case which you will present in your second interview.

**Please note that we do not collaborate with third parties to fill this vacancy, so third parties are kindly asked not to contact us about this role.*