

Student Assistant – Online Marketing

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At Paychex Europe, we simplify payroll, HR and workforce management for businesses across Europe. We believe great results come from people who take ownership, share knowledge, challenge the status quo and treat colleagues and customers with honesty and respect. These behaviors shape our culture and reflect the values we live by:

Integrity, Respect, Partnership, Curiosity, Accountability and Service.

When you join our team, you can make a mark by helping us deliver solutions that make work easier for businesses and their employees.

Student Assistant – Online Marketing

Support our online marketing team across Denmark and Germany with hands-on execution in SEO, social media, paid campaigns, and reporting.

Paychex Europe is growing its digital presence across two markets, and our online marketing team is looking for an extra pair of skilled hands to help keep momentum. As our markets evolve and content demands increase, we need someone who can hit the ground running on execution.

As our Student Assistant in Online Marketing, you will work closely with our online and field marketing as well as product marketing teams. You will own recurring tasks across SEO, social media, campaign support, and competitor monitoring - and you will see the direct impact of your work on our digital channels. This is a role with real responsibility, not just support work, and a great opportunity to build hands-on B2B marketing experience across two European markets.

About our products

Paychex Europe offers a full suite of HR, payroll and workforce management solutions for businesses in Denmark and Germany – including Lessor Payroll, Emplify People, Danløn, and Paychex Europe Payroll. Our customers range from small businesses to mid-sized enterprises, and our marketing helps them discover how we can make their work easier.

What you will do

You will support our online marketing team across Denmark and Germany with execution across four key areas. You will take ownership of recurring tasks and contribute directly to our digital performance. Your responsibilities will include:

•SEO & content

- Review and improve SEO elements across our website: meta titles, H1s, internal links, and image alt texts
- Audit our content for language coverage gaps between the Danish and German versions of the site and flag priorities to the team

•Social media

- Maintain and execute the content calendar for LinkedIn and Meta across both markets
- Produce social assets in Canva and/or Photoshop for organic posts and paid campaigns
- Publish approved content on schedule and monitor engagement

•Paid & website support

- Write ad copy variations and landing page headlines for A/B testing
- Produce visual assets for paid campaigns, including banners and ad creatives

•Reporting & competitor monitoring

- Compile a weekly performance snapshot across organic and social channels
- Run a regular competitor scan and support monthly reporting for the DK and DE markets

What will help you succeed

We encourage you to apply even if you don't tick every single box. The following experience and skills will help you succeed in this role:

- Currently enrolled in a bachelor's or master's programme in marketing, digital media, communications, or similar
- Comfortable writing in English; fluent Danish is required, German is a strong plus
- Detail-oriented with a sharp eye for copy, consistency, and structure
- Fast at execution and not afraid to try new things
- Self-driven and reliable - you manage your own time and deliver on time
- Some familiarity with tools like Canva, Adobe Photoshop, Google Analytics, or LinkedIn — we'll teach the rest

What we offer

- Real responsibility from day one, not just support tasks
- Broad exposure to B2B digital marketing: SEO, paid media, social, and reporting
- A senior team that takes your development seriously
- Flexible hours built around your study schedule

Start date: As soon as possible

Location: Allerød (hybrid)

Hours: 15 hours per week

We value different perspectives and believe diverse teams make better decisions. If this role interests you and you can see yourself contributing to our team, we encourage you to apply!

For questions about the role, please do not hesitate to contact Edyta Tomaszewska etomaszewska@paychex.eu. Applications are reviewed continuously, and we look forward to meeting candidates who are excited about this opportunity.

Respect and partnership are at the heart of how we work together. We welcome applications from all qualified individuals, regardless of age, gender identity, ethnicity, sexual orientation, disability, religion or background. At Paychex Europe, we strive to create an inclusive environment where everyone can contribute and thrive. Our hiring decisions are based on skills, experience and potential.