

Social Media & Branding Internship (Instagram & TikTok)

Location: Amsterdam

Start: January/February 2026

Hours: Full time (but open to discuss what works for you)

The Confidence Concept is a boutique Pilates studio and growing lifestyle brand dedicated to empowering women to feel strong, capable, and confident. Both inside and out. As we continue to expand our presence, we're looking for a creative, driven Social Media & branding Intern to join our team and bring our story to life across Instagram, TikTok, online, and in studio.

About the role

As our Social Media Intern, you will support the creation, planning, and execution of content that reflects our brand: warm, inspiring, feminine, and rooted in confidence. You'll work closely with the founder and the team to develop short-form videos, photo content, storytelling posts, community-led ideas, and work out all branding opportunities that help us grow and connect with our audience.

Your responsibilities

- Create engaging content for Instagram and TikTok (Reels, TikToks, photos, stories)
- Capture content in the studio during classes, events, and behind-the-scenes moments
- Edit videos in a clean, aesthetic, on-brand style
- Assist with brainstorming campaigns, series, and fresh creative concepts
- Schedule and publish posts consistently
- Monitor trends and translate them into brand-appropriate ideas
- Help brand our new room and future brand extensions as we grow
- Support community engagement (responding, commenting, connecting)

Who you are

- Creative, proactive, and passionate about social media
- Strong eye for aesthetics and storytelling
- Comfortable with filming and editing short-form video
- Up to date with Instagram & TikTok trends
- Excited about wellness, pilates, women's empowerment, and lifestyle content
- Able to work independently and bring your own ideas
- Extra pré: Experienced with Canva, Adobe tools, Website design
- Living in or near Amsterdam

What we offer

- A warm and inspiring environment in our boutique studio

- Room to experiment, learn, and grow creatively
- Freedom to contribute your ideas and shape our social identity
- Access to Pilates classes
- A meaningful internship where your work truly makes an impact

How to apply

Send us your CV, a short motivation, and 2–3 examples of content you've created (or your social media portfolio) to mangka@theconfidenceconcept.com.

We can't wait to meet you. ✨