Company Name Lets Wandr PTY Ltd

Name of Program/Position Marketing Intern

Type of Position Internship

Eligible Students All

Open to Australian & New Zealand Citizens
Permanent Residents
International Students

Brief Synopsis of position

Report to: Head of Operations, Marketing Director
Role Description:
Support and coordination of marketing initiatives
This includes: Research and gathering of content into a Knowledge Archive, Social Media, Digital Marketing Campaigns (which includes Social Media, Content and Email Marketing), Event Marketing, Conference Marketing and Print Marketing.

Marketing Admin Support
○ Research and source venues, catering, suppliers, 3rd party suppliers (channel partners, agencies, software programs)
○ Marketing support in Events, Conferences, Partnerships
○ Marketing Campaign execution and support
○ Debriefing
○ Proofreading
○ Industry Research
○ Provide operational and relational support to colleagues, particularly with regards to developing communications and maintaining brand integrity.
Ongoing Reporting:
● Weekly WIP with Marketing Director
● Conduct research on new and established markets, forecast changes in the market environment, seek and develop areas of business opportunities.
Daily Duties:
● Answering email queries
● Monitoring social media platforms - overseeing content distribution
● Research and gather content
● Monitoring CRM
● Other marketing related duties

Skills- Mandatory:
● MS office (MS office, Excel, Powerpoint)
● Social Media Community Management & Moderation
● Attention to Detail
● Technical background & Knowledge

Skills - Bonus:
● Graphic Design (eg. Indesign, Photoshop, social posts)
● Post Social and Linkedin Paid Ads
● Copywriting
● Travel Industry background & knowledge
● Knowledge of Google Analytics
● Experience with Wordpress
• CRM Training/ Knowledge (preferred, not mandatory)
Qualifications & Experience:
• Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
• Proficient in content marketing theory and application.
• Experience sourcing and managing content development and publishing.
• Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
• Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
• Maintains excellent writing and language skills.
• Enjoys a working knowledge of the blogging ecosystem relevant to the company’s field.
• Displays ability to effectively communicate information and ideas in written and video format.
• Practices superior time management.
• Is a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).
• Makes evident good technical understanding and can pick up new tools quickly.

Link for more information

www.letswandr.com

How to apply Email coverletter, CV and availability to Jess@letswandr.com

Closing date 30 March 2018