

# Job Description

## Work Integrated Learning – Digital Marketing Intern

Details	
Position ID	1007
Department	Marketing
Start Date	1 <sup>st</sup> March 2021
Contract Type	Work Integrated Learning (12 weeks)
Reporting to	Marketing Manager

### Company Description:

Approach Services vision is to shape the way we lead change around the world.

Our mission is to help organisations build leadership that recovers fast from challenges and thrives through change by providing consulting, training and toolkits.

We are a small Perth-based company with a diverse team. Our culture is supportive, flexible with a high level of accountability. We value growth and development. Encourage everybody to contribute and communicate openly. We care about our employees, clients and community.

For more information, please visit our website: <https://www.approach-services.com/>.

### Work integrated learning

Are you a student or recent graduate interested in building real-world digital marketing experience?

We're on the lookout for an intentional business student looking to grow their knowledge and skills across a variety of small marketing projects. As part of the Approach Services' marketing team, you'll help us to bring our brand to life through animations, graphics, copies and infographics. You'll bring a passion for learning and trying new things.

As part of our approachable team, you will be able to work with us remotely and at our office in the Perth CBD. Working in an agile team will require you to organise and manage your work experience activities autonomously whilst communicating effectively and regularly with your team. You will be able to learn contemporary ways of collaborating.

Cultural fit is of upmost importance for us. Approach Services prides itself in delivering evidence-based and practical advice, growing and developing our staff and caring deeply for our team and work-life balance. You will be able to learn professional skills including time management and prioritisation.

Our work integrated learning program takes place over a designated period of 12 weeks. The work integrated learning normally takes place between 10 AM and 3 PM and is usually conducted from Mondays to Thursdays. Students are required to be fully engaged in the activities during agreed times and days.

Participation is free of charge to all students and there will be no payment made to students for their participation.

### Key Responsibilities

- ▲ Support the marketing team using your own investigative skills to research and develop and schedule attractive social media content for our LinkedIn and Google my business pages
- ▲ Monitoring company social media platforms identifying and nurturing qualified prospective clients using Zoho Socials
- ▲ Manage and update leads, opportunities and company information within our CRM system.
- ▲ Assist the marketing team with executing marketing campaigns to improve lead generation and conversation rates

### Requirements:

- ▲ Ideally a wordsmith! Excellent communication skills. Strong writing, editing and proofing skills
- ▲ Passion for writing, reading and content
- ▲ Knowledge of SEO Ability to research topics and rewrite content for websites and socials
- ▲ A keen eye for aesthetics and details
- ▲ We love a tool geek! Familiarity with the following applications is advantageous: MS teams, Canva, Zoho social, Vyond, Shotcut, Audacity, FreeCam, LinkedIn

### What You Will Gain:

- ▲ Gain industry insights and exposure to working in a fast-growing small business
- ▲ Apply marketing theory into practice and gain experience in digital marketing, SEO and external digital communications
- ▲ Develop professional competencies such as virtual working, and collaboration skills, communication and time management that will assist with your future career
- ▲ Enjoy flexible work arrangements
- ▲ Students may receive a reference letter following successful completion of the internship
- ▲ Students can list their work experience on their CV and LinkedIn profile

### Important:

- ▲ All successful interns will need to sign a Non-Disclosure-Agreement (NDA) and complete the online induction before commencing their internship.

### How to Apply:

- ▲ Please apply directly on our career page or visit the Work Integrated Learning centre at your university.
- ▲ Please attach examples of your writing and slides or a portfolio.
- ▲ Application closes on 17th February 2021
- ▲ We will notify the shortlisted candidates via email/phone call.
- ▲ Work experience duration: 12 weeks, 1<sup>st</sup> March – 18<sup>th</sup> Dec 2020
- ▲ Expected Start Date: 1<sup>st</sup> March 2021
- ▲ Job Type: Work integrated learning

We are looking forward to receiving your application!