



# Digital Media and Email Marketing Intern

## CAREER FIELD

Advertising & Marketing

## JOB TYPE

INTERNSHIP

## START DATE

FLEXIBLE

## THE ORGANISATION

An innovative company that provides cutting-edge marketing and advertising solutions. The company has clients in South Africa, the United Kingdom and the United States.

## ROLE & RESPONSIBILITIES

Learn from experienced professionals in a dynamic office environment and gain valuable experience in email marketing and digital media.

The intern will assist with email marketing campaigns, email database management, content creation, SEO, social media and digital media strategy.

The intern will be involved in managing client portfolios, as well as assisting with general company administration.

## SKILLS ACQUISITION

- Creative mindset.
- Excellent written communication skills.
- Basic knowledge of the latest digital marketing trends.

## BENEFITS TO THE INTERN

- Gain a comprehensive understanding of paid social media advertising, email marketing, SEO and strategies and digital marketing tools and platforms.
- Build a professional portfolio of work.
- Liaise with high profile clients from around the world.
- Improve your knowledge of UX and customer experience.

## SKILLS ACQUISITION

- Strategy planning.
- Analytical skills.
- Content optimisation.
- Data analysis.
- Customer relationship management

## SCHEDULE & COMPENSATION

Full-time temporary role with expectation of 37.5 hours work per week.

Summer placement of 8-12 weeks with some flexibility and potential to extend

Placement offered on a voluntary basis as part of a comprehensive internship programme



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## PLEASE NOTE

This Digital Media and Email Marketing Intern role is available as part of our Cape Town internship programmes, which have an associated fee. You can learn more about our advertising & marketing internship programmes in general [\*\*here\*\*](#).