

Internship Program – Digital Marketing Intern

1-year employment contract with effect from 1 February 2019

Region: Mowbray, Cape Town

Masthead (Pty) Ltd is looking for an enthusiastic, fast-learning and ambitious Digital Marketing Intern to join our Marketing department and provide creative ideas and assistance to help achieve our goals.

Are you passionate about all things digital and do you have a 3-year tertiary qualification or are you well on your way to achieving one at the end of 2018? We are looking for someone who is eager to learn and willing to get involved in all aspects of digital campaigns. The successful candidate will work closely with our marketing team on all campaigns and projects. You will provide administrative support for all marketing activities.

This internship will help you gain valuable work experience and knowledge in digital marketing within the financial services industry. Ultimately, you will gain broad experience and grow and develop your digital marketing skills preparing you to enter any fast-paced work environment.

Responsibilities include but are not limited to:

- Get involved in and assist the marketing team in developing and delivering all digital marketing projects, campaigns and activities.
- Assist with email marketing (email campaigns and strategy, email design, etc.).
- Grow our presence by assisting and updating digital platforms and social media channels (company website, client sites, etc.).
- Assist with SEO, Paid Search and Content Marketing
- Construct campaign reports when needed.
- Research and analyse competitor websites and digital campaigns
- Support the marketing team in daily administrative tasks where necessary.

Qualifications and skills:

- Degree/diploma in Marketing, Digital Marketing or similar.
- Excellent verbal and written communication skills.
- Proficient in MS Office (PowerPoint, Excel and Word).
- Knowledge of or ability to quickly learn technology platforms to support various forms of digital marketing.

Personal attributes:

- Hardworking and dedicated
- Strong desire to learn, grow and get involved
- Ability to multi-task and take initiative
- Ability to work independently as well as part of a team

To apply, please send your CV and a short motivation telling us why you'd be perfect for this role to vacancy@masthead.co.za, before 28 November 2017. Please use the subject line "**Application for Digital Marketing Internship 2019**" in your email.

Should you receive no correspondence by 3 December 2018, please consider your application as unsuccessful.