

INTERNSHIP PROGRAMME - Graduate Marketing Administrator

Region: Mowbray, Cape Town

To start: 1-year employment contract from **1 September 2023**

At Masthead, our passion is keeping businesses in business. As a national supplier of risk management services to independent financial advisors and other licensed financial service providers (FSPs), we know this can only be achieved through the calibre of people we employ – people who are client focused, set themselves high standards of delivery and have a willingness to go the extra mile. We believe in giving people the opportunity to take ownership of their roles. What we are looking for is someone with innovative thinking, unconventional ideas and a can-do attitude.

Position summary

We are looking for a fast-learning and ambitious Graduate Marketing Administrator to join our Marketing department at our Head Office based in Mowbray, Cape Town. You will be expected to actively contribute to the achievement of the business activities by providing administrative support for a broad array of marketing activities, assist in implementing marketing and email campaigns, data gathering, analysis and reporting.

This is an entry-level role, and although previous experience is not required, your knowledge of data analysis, flair for understanding digital platforms and systems, eagerness to learn, and a can-do attitude, will ensure success in this role.

To qualify for this internship, you must meet the following criteria

- Successfully completed a diploma/degree/honours, preferably in Marketing, Digital Marketing or similar
- Aged between 18 and 35 years old
- Must currently be unemployed

Responsibilities include but are not limited to

- Getting involved in and assisting the marketing team in delivering marketing projects, email marketing campaigns and activities.
- Growing our presence by updating our digital platforms (e.g. company website, client sites, etc.).
- Assisting with the maintenance of email marketing assets in our CRM system (e.g. email templates, marketing lists, etc.).
- Collating information and reports needed by the business.
- Assisting with SEO and Paid Search.
- Providing support in daily administrative tasks for the marketing team where necessary, which includes but is not limited to maintaining marketing content and materials (e.g. Brochures, guides, invitations, emails, etc.), providing telephonic and email support to clients, liaising with internal departments in investigating and finding solutions to client queries, coordinating internal meetings, and ensuring the upkeep of shared drives and content libraries.

Qualifications and skills

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

Personal attributes

- Strong desire to learn, grow and get involved
- Attention to detail and the ability to maintain a very high level of accuracy is critical
- Ability to multi-task and take initiative
- Ability to work independently as well as part of a team
- Hardworking and dedicated
- Eager to assist customers in solving their queries
- Strong desire to learn, grow and get involved

To apply for this opportunity

1. Please send your CV and a short motivation telling us why you'd be perfect for this role to vacancy@masthead.co.za
2. Please use the subject line "**Application for Internship Programme 2023 – Graduate Marketing Administrator**" in your email.
3. The closing date for applications is **23 August 2023**

The closing date for applications is Masthead is committed to transformation. Meeting our employment equity goals will be taken into account in our recruitment decisions.

Should you receive no correspondence within two weeks of the closing date of this job advert, please consider your application unsuccessful.