



## Marketing Assistant

### Internship (6 months) – Sydney, Australia

We are looking for a **motivated, reliable and pro-active student** to join our **Marketing team** for a 6-month internship in our Head Office in Sydney **from mid-February 2020**.

The **Marketing Assistant** will work alongside our marketing team to develop, implement, track and optimise our global **internal** marketing campaigns & initiatives.

#### Who are we?

Polyglot Group is a leading global boutique consultancy dedicated to helping businesses expand & optimise their operations both locally & across borders.

#### What will your responsibilities be?

By the end of the internship you will be able to:

- Create & Coordinate **digital marketing campaigns** (blog posts, social media, landing pages, email marketing, account based marketing, etc.) using an Editorial Content Calendar & Project Management Tool.
- Leverage **market data** to develop content themes/topics & marketing campaigns.
- Ensure **consistent global experience** and implement appropriate localisation/translation strategies.
- Ensure that **content** (website, brochures, etc.) is on-brand, consistent in terms of style, quality and tone of voice, as well as **optimised for search** and user experience for all channels including online, offline, social media, email, etc.
- Develop, create and coordinate **Public Relations initiatives** (Advertising, Media, Sponsorships, Awards, Employer Branding, etc.)
- Assist with **Event Marketing** (such as Pre & Post event email campaigns, event coordination, sourcing speakers, etc.)
- Comprehend **Google Analytics data** and make recommendations based on those results.
- Comfortably use a **CRM** to coordinate marketing projects (Salesforce).

- Create & coordinate **email campaigns** through MailChimp.
- Create **landing pages** and coordinate other digital marketing initiatives via Unbounce or WordPress.
- Collaborate with teams to translate marketing requirements into functional campaigns within marketing automation, CRM and other marketing systems.

### **What's on offer?**

- Fast growing company with a strong family culture.
- Opportunity to work on business development and international projects.
- A chance to evolve in a multicultural, friendly and fun environment with people from all over the world.
- Internship allowance (\$800 net AUD/month).

### **Who are we looking for?**

- Student in Bachelor/Master Degree in Digital Marketing & Business
- Strong written and spoken English skills (any other language is a BIG plus)
- Good knowledge of Social Networks & Platforms (particularly LinkedIn)
- Autonomy, initiative, pro-activity
- Excellent communication skills

If you are interested in getting involved in our growing team and demonstrating your abilities, **send your resume and a cover letter via <http://bit.ly/2I5AtQQ>.**

***This is a mentoring internship and the successful candidate must provide an agreement from his/her college/university.***

Polyglot Group have other internships in Talent Acquisition & Human Resources either in Australia, Spain, USA, France or South Africa! Do not hesitate to apply from our website.