



Job Description: Marketing Intern

Position Summary

The Marketing & Digital Marketing Intern responsible for providing support to the Marketing Department in implementing Simply Green's overall communications and marketing plan - focusing primarily but not exclusively on digital communications - to build awareness about Simply Green on all platforms. The Marketing intern will report to the CEO and the Company Manager.

The Marketing and Digital Marketing Intern duties include but are not limited to:

- Develop, grow and expand the company's marketing channels through social media outreach and strategic planning.
- Assist in developing and delivering Digital marketing content.
- Assist in increasing Simply Green's audience on all digital media channels and platforms.
- Work with SEO tools and platforms to create keyword maps to ensure that the company's website is optimised on leading search engines.
- Perform market analysis and research on competition.
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web).
- Collaborate with our marketing team on all stages of marketing campaigns
- Maintain tracking report of marketing campaigns.
- Help distribute marketing materials
- Help organize marketing events
- Support the marketing team in daily administrative tasks.

Job Requirements:

- Strong desire to learn along with professional drive and a strong work ethic.
- Excellent verbal and written communication skills.
- Proficiency in Microsoft Office applications and social media tools and platforms.
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Adwords)
- Good ability to manage details.
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines.
- Must be able to work effectively both independently and as part of a team.

Qualified Candidates should send their resume in confidence to:
hr@simplygreenjuice.com