

MARKETING INTERNSHIP

Purpose	<ol style="list-style-type: none"> 1. Assist Marketing Manager with implementation of marketing strategies, including re-branding from Paradise Security to AGC Pro-Tec. 2. Bring new ideas and skills to the company and implement marketing ideas/projects, in consultation with the Marketing Manager and MD. 	
Key Duties	<ul style="list-style-type: none"> - To undertake marketing campaigns and projects to help the business to achieve its growth goals - Re-branding from Paradise Security to AGC Pro-Tec, including changing marketing materials, templates and documents to new branding - Liaise with web developer to update as required for re-branding - Writing letters & emails as required - Respond to customer enquiries on social media across multiple channels - Quotes and tenders using purpose-built online quoting platform - Copy writing for blogs, online articles, and other promotional materials - SEO, AdWords, etc for websites & blogs - Develop and implement new social media campaigns from the ground up, in consultation with Marketing Manager and MD - Create a social media calendar and content gallery - Identify potential third-party sites and develop strategies to get content on these sites and promoted by them - Monitor social channels for trending news, ideas and memes, then capitalise on those trends through AGC Pro-Tec's social media accounts, including responding to comments/online discussions - Assist with capturing and analysing marketing metrics, including ROI of campaigns with suggestions for improvements and efficiencies - Assist in production of videos, images and multi-media content - Undertake marketing projects, in consultation with Marketing Manager & MD, to promote sales growth. This includes projects suggested by the intern or to meet university assessment requirements. - Assist in other tasks as required. 	
Key Skills & Attributes	Essential: <ul style="list-style-type: none"> - Genuine interest/passion for marketing - Knowledge of all aspects of marketing and business communication - Ability to develop creative, innovative and engaging content across a range of digital platforms for a diverse audience - Able to convey the benefits of security services in ways that clients can relate to, 	Desirable: <ul style="list-style-type: none"> - Knowledge of film/video and social media campaigns - Graphic design knowledge and experience

	<p>using stories and examples to capture and hold their attention</p> <ul style="list-style-type: none"> - Enthusiastic & positive approach to work - Excellent written and spoken English, including copywriting, proof-reading and editing skills - Willingness to undertake a range of tasks across the business & learn new skills - Project management skills for marketing projects - Flexibility to juggle multiple tasks and projects - Can-do attitude - Ability to self-manage & work with minimal supervision - Commitment to maintain confidentiality and security of client & company information at all times - Current car licence & ability to drive to work, as there is minimal public transport in the area. Free car parking is available on site. 	<ul style="list-style-type: none"> - Experience in marketing, digital marketing, and/or customer service - Knowledge of marketing in security industry
Software / Program Knowledge	MS Office, Mail Chimp, Adobe Acrobat & Photoshop & other custom & industry-specific software. Training is available for custom/specialist programs.	
Company Supervisor & Reporting Relationship	Reporting to Marketing Manager	
Remuneration	Unpaid internship	
Hours	1-2 days per week, by mutual agreement Company hours are 8.00am to 7.00pm Monday to Friday. Hours of work can be flexible, by mutual agreement.	
Office	11/36 Blanck St, Ormeau (Head Office)	
Additional Information	<ul style="list-style-type: none"> - The successful candidate will be required to undertake a Police check prior to employment - The internship may lead to paid casual, part-time or full-time work. - AGC Pro-Tec is an equal opportunity employer, valuing diversity and committed to creating an inclusive environment for all employees. The Ormeau facilities are wheelchair accessible. 	

