



TALENT FOR BUSINESS GROWTH



Website	http://www.smartretirement.com.au/
Office Address	Suite 74A, 15 Victoria Avenue, Broadbeach QLD 4218
Position Title	Digital Marketing Internship
Purpose	Assist Company Principal and Digital marketing Manager with launch and promotion of innovative new services and educational platform for tertiary educated white-collar professionals who are preretirement (aged 50-70).
Key Duties	<ul style="list-style-type: none">• To undertake digital marketing campaigns and projects, support the launch of innovative new products, and help the business to achieve its goals.• Copy writing for blogs, website, and other promotional materials• Word press website content creation, creating appropriate layout from template• SEO, AdWords, etc for Word Press websites & blogs• Develop and implement new social media campaigns from the ground up, in consultation with business owner• Create a social media calendar and content gallery• Identify potential third-party sites and develop strategies to get Smart Retirement's content on these sites and promoted by them.• Monitor social channels for trending news, ideas and memes, then capitalise on those trends through Smart Retirement's social media accounts, including responding to comments/online discussions about Smart Retirement's content or products.• 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• Research potential clients such as sporting groups & community groups with memberships in the 50-70 age group and create a marketing data base• Analyse and

Students: To express your interest in this position, please APPLY NOW at www.studygoldcoast.org.au/work/open-opportunities/

Providers: To support your student in obtaining this position, please email partnerships@studygoldcoast.org.au or contact Megan on 07 5556 6106.



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- Undertake marketing projects, in consultation with management, to launch new products and promote sales growth. This includes marketing strategies/campaigns, finding efficiencies in sales/marketing processes, and projects suggested by the intern or to meet university assessment requirements.
- Assist in other tasks as required

Key Skills & Attributes

- Genuine interest/passion for digital marketing
- Knowledge of all aspects of marketing, including digital marketing, content creation including film/video and social media campaigns.
- Ability to develop creative, innovative and engaging content across a range of digital platforms
- Able to explain financial planning concepts in ways that clients can relate to, using stories and examples to capture and hold their attention
- Familiarity with word press templates and layouts
- Excited to be part of a team launching new and innovative retirement products into the Australian and international market.
- 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
- Ability to self-manage & work with minimal supervision
- Can do attitude
- Experience in marketing, digital marketing, and/or customer service desirable
- Knowledge of marketing in financial planning/retirement industry advantageous

Software/Program Knowledge

- MS Office
- Word Press
- Zoho (CRM)
- Slack
- Other custom and industry specific software

Training will be provided for Zoho & customer/specialist programs

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- Reporting Relationship** Reporting to David Reed (Principal) and will also work with the Digital Marketing Manager
- Remuneration** Unpaid internship
- Hours** 1-2 days per week, by mutual agreement
Company hours are 8.30am to 5.00pm Monday to Friday.
Hours of work can be flexible, by mutual agreement
- Additional Information**
- The internship may lead to paid casual, part-time or full-time work.
 - Smart Retirement is an equal opportunity employer, valuing diversity and committed to creating an inclusive environment for all employees.

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INTERNSHIP OPPORTUNITY

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If you have any questions on this internship opportunity, please
contact Study Gold Coast at partnerships@studygoldcoast.org.au or
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