



# TALENT FOR BUSINESS GROWTH



<b>Website</b>	<a href="https://www.agcprotec.com.au/">https://www.agcprotec.com.au/</a>
<b>Office Address</b>	11/36 Blanck St, Ormeau (Head Office)
<b>Company Overview</b>	AGC Pro-Tec provides top-quality security operations to a wide range of industrial, commercial and residential properties across the Gold Coast, Brisbane, Sunshine Coast, Townsville, Sydney and Melbourne. AGC Pro-Tec also provides security for events, installs security equipment such as CCTV cameras, and offers accredited courses in security operations.
<b>Employment Type</b>	Internship
<b>Position Title</b>	<b>Marketing Internship</b>
<b>Purpose</b>	<p>Assist Marketing Manager with implementation of marketing strategies, including re-branding from Paradise Security to AGC ProTec.</p> <p>Bring new ideas and skills to the company and implement marketing ideas/projects, in consultation with the Marketing Manager and MD.</p>
<b>Key Duties</b>	<ul style="list-style-type: none"><li>• Undertake marketing campaigns and projects to help the business achieve its growth goals</li><li>• Re-branding from Paradise Security to AGC Pro-Tec, including changing marketing materials, templates and documents to new branding</li><li>• Liaise with web developer to update as required for re-branding</li><li>• Writing letters &amp; emails as required</li><li>• Respond to customer enquiries on social media across multiple channels</li><li>• Quotes and tenders using purpose-built online quoting platform</li></ul>

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

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



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- 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:

- 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, using stories and examples to capture and hold their attention
- Accuracy and attention to detail
- 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.

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## Desirable:

- Knowledge of film/video and social media campaigns
- Graphic design knowledge and experience
- Experience in marketing, digital marketing, and/or customer service
- Knowledge of marketing in security industry

## Software/Program Knowledge

- Xero
- MS Office
- Mail Chimp
- Adobe Acrobat
- Photoshop
- Other custom and industry specific software.

Training is available for customer/specialist programs

## Reporting Relationship

Reporting to Company Bookkeeper

## 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

## Additional Information

- 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.
- ACG Pro-Tec is an equal opportunity employer, valuing diversity and committed to creating an inclusive environment for all employees.

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**GOLD COAST.**<sup>™</sup>  
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## INTERNSHIP OPPORTUNITY

Visit [www.studygoldcoast.org.au/work/open-opportunities/](http://www.studygoldcoast.org.au/work/open-opportunities/)  
and **APPLY NOW.**

If you have any questions on this internship opportunity, please  
contact Study Gold Coast at [partnerships@studygoldcoast.org.au](mailto:partnerships@studygoldcoast.org.au) or  
phone 07 5556 6106

