



TALENT FOR BUSINESS GROWTH



Website <https://cwad.com.au/>

Office Address Unit 10 / 12 Lawrence Drive, Nerang QLD 4211

Company Overview Cooper & Westwood is a full service marketing agency, offering effective marketing solutions for the modern marketing manager in print, design, online, digital and social media. We're a team of experienced marketers, strategists, creatives and developers who offer:

- Web Design
- Custom Software
- Branding
- SEO
- Custom Applications
- Communication
- SEM
- Content Creation
- Solutions
- SMM
- Design & Print

Cooper & Westwood also invests heavily back into the industry, running an internship program designed to foster young talent in partnership with Study Gold Coast and Griffith University. In total, 5 students have completed this program with another currently enrolled. 3 of these students have found full time roles with the agency.

Each student receives intensive training over the course of a 2-3 month program on performance marketing, as well as an induction into agency life.

Further to this, each student receives personal mentoring by senior management and finishes the internship period with a portfolio of work to show prospective employers.

Employment Type Internship

Position Title **Digital Marketing Internship (Agency)**

Purpose To assist the team in the implementation of client related digital marketing campaigns.

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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Key Duties

Responsibilities include:

- Designing, creating and executing social media digital strategies
- Liaising with clients
- Conduct reporting and analysis of digital campaigns
- Generally being part of the team
- Assist other tasks as required

Key Skills & Attributes

- Genuine interest / passion for marketing and communications Motivated
- Self-starter with a can-do attitude
- Positive attitude and willingness to learn
- Critical thinking
- Problem solving
- Ability to juggle multiple tasks and projects
- Able to self-manage and work with minimal supervision
- Previous Marketing experience desirable
- Knowledge of digital marketing agencies

Software You Will Work With

- Facebook Ad Manager
- Business Manager
- Hoot suite
- CRM software – active campaign, mail chimp
- Zapier (niche software)
- MS Office

Reporting Relationship

Reporting to Liam (Director) and PPT Digital Strategist

Remuneration

Unpaid internship

Hours

- 1 - 2 days per week, by mutual agreement (flexible to the needs of the intern and the business)
- Company hours are 8.00am to 4:30pm 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.
- Cooper & Westwood Advertising 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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and **APPLY NOW.**

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