

MARKETING INTERNSHIP

Purpose	Bring current ideas and skills to the company and implement marketing ideas/projects, in consultation with the Operations Manager and other staff	
Key Duties	<ul style="list-style-type: none"> - Work with key staff members to develop a marketing strategy and plan - To undertake marketing campaigns and projects to help the business to achieve its growth goals, targeting energy generation companies (B2B) - To review current branding & website with a view to capitalising on the company's strong environmental purpose and innovative/high tech product - Liaise with web developer to update as required for re-branding - Copy writing for blogs, online articles, and other promotional materials - SEO for website - Identify potential third-party sites and develop strategies to get content on these sites and promoted by them - Build LinkedIn profiles for the leadership team - Corporate social responsibility strategy & promotion - Research into marketing strategies for similar 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 - Undertake marketing projects, in consultation with Operations Manager & other staff. 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 & renewable energy - Purpose driven, committed to renewable energy & environmental sustainability - Knowledge of all aspects of B2B marketing and business communication - Ability to develop creative, innovative and engaging content across a range of platforms for a business audience - Able to convey the unique benefits of Kinetic NRG's product in ways that clients 	Desirable: <ul style="list-style-type: none"> - Ability to produce short film/video for use on LinkedIn, in presentations, etc. - Graphic design knowledge and experience - Experience in marketing, digital marketing, and/or customer service



	<p>can relate to, 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 of IP 	
Software / Program Knowledge	MS Office	
Company Supervisor & Reporting Relationship	Reporting to Operations Manager, with access to Strategy Manager	
Remuneration	Unpaid internship	
Hours	1-2 days per week, by mutual agreement Company hours are 8.00am to 5.30pm Monday to Friday. Hours of work can be flexible, by mutual agreement, including up to 4 hours per week working off-site.	
Office	Level 2, Kay House, 35 Scarborough St, Southport	
Additional Information	<ul style="list-style-type: none"> - The successful candidate will be required to sign a confidentiality agreement prior to commencement - The internship may lead to paid casual, part-time or full-time work. - Kinetic NRG is an equal opportunity employer, valuing diversity and committed to creating an inclusive environment for all employees. 	

