

Company Overview	
Company	ISR Training
Website	www.isrtraining.com.au
Industry	Sales training & coaching
Year Established	2014
Description	<p>ISR Training is multi-award-winning sales training organization, helping business owners, entrepreneurs and sales professionals to increase revenue through ethical sales training delivered through their innovative SWISH training academy, classroom style boot camps and face to face high-intensity impact sessions. SWISH stands for Selling With Integrity & Selling Honestly.</p> <p>On average, ISR has increased revenue for businesses they work with by 41% and the training is available 24/7 365 digitally or face to face.</p> <p>Having grown 100% year on year since inception, founders Ryan & Jack proved their sales ability by adding 3 Australian entrepreneur powerhouses in Glen Richards, Steve Baxter & Andrew Banks from channel Ten’s Shark Tank, to the ISR board in March 2018. Jack and Ryan have been named in the Gold Coasts Top 40 Under 40 Entrepreneurs in 2016 – 2017 and ISR were named in the top 100 coolest companies to work by Anthill Magazine in March 2019.</p>
Company Vision, Mission & Values	<p><u>Vision</u> – To become the #1 ethical sales training organisation on the planet</p> <p><u>Mission</u> – To change the perception of sales around the globe and prove that you never need to lie, bully or manipulate to make a sale or be successful in business</p> <p><u>Values</u> – To be FULLY TRANSPARENT in everything we do. To have 100% INTEGRITY at all times & only sell to those who will genuinely benefit from what we offer. To recognise that it is our duty, responsibility and right to INSPIRE people to act so that they can become the best version of themselves.</p>

Position Description	
Position Title	Marketing Intern
Purpose, related to strategies/goals of company	Implement marketing ideas/projects, in consultation with the Marketing Manager
Key Duties – to be finalised according to the intern’s skills, interests & career goals	<ul style="list-style-type: none"> - Create content for digital marketing, including client communication and the web site. - Work with key staff members to develop a marketing strategy and plan - Undertake marketing campaigns and projects to help the business to achieve its growth goals, including email, social media and web. - Copy writing and video content for blogs, online articles, and other promotional materials - Digital design for marketing materials and campaigns. - Monitor social channels for trending news, ideas and memes, then capitalise on those trends through ISR’s social media accounts, including responding to comments/online discussions - Develop and implement new social media campaigns from the ground up, in consultation with the Marketing Manager - Create a social media calendar and content gallery

	<ul style="list-style-type: none"> - Identify potential third-party sites and develop strategies to get content on these sites and promoted by them - SEO for website - Assist with capturing and analysing marketing metrics, including ROI of campaigns with suggestions for improvements and efficiencies - Production of videos, images and multi-media content (if have these skills) - Undertake marketing projects, in consultation with Marketing Manager. This includes projects suggested by the intern or to meet university assessment requirements - Assist in other tasks as required. 		
Key Skills & Attributes	<table border="0"> <tr> <td style="vertical-align: top;"> <p>Essential:</p> <ul style="list-style-type: none"> - Genuine interest/passion for marketing - Self-starter, organised, goal oriented; able to manage your time wisely and work independently. - Highly motivated, ambitious & driven - Able to take initiative (check in then do it) - Innovative, lateral & logical thinker - 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 ISR's services in ways that clients can relate to, using stories and examples to capture and hold their attention - Enthusiastic & positive approach to work - Excellent written and spoken English, including copywriting, proof-reading and editing skills - Project management skills for marketing projects - Flexibility to juggle multiple tasks and projects - Commitment to maintain confidentiality of IP </td> <td style="vertical-align: top;"> <p>Desirable:</p> <ul style="list-style-type: none"> - Experience or knowledge of Facebook advertising - 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 </td> </tr> </table>	<p>Essential:</p> <ul style="list-style-type: none"> - Genuine interest/passion for marketing - Self-starter, organised, goal oriented; able to manage your time wisely and work independently. - Highly motivated, ambitious & driven - Able to take initiative (check in then do it) - Innovative, lateral & logical thinker - 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 ISR's services in ways that clients can relate to, using stories and examples to capture and hold their attention - Enthusiastic & positive approach to work - Excellent written and spoken English, including copywriting, proof-reading and editing skills - Project management skills for marketing projects - Flexibility to juggle multiple tasks and projects - Commitment to maintain confidentiality of IP 	<p>Desirable:</p> <ul style="list-style-type: none"> - Experience or knowledge of Facebook advertising - 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
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Software / Program Knowledge	MS Office, Word Press, Adobe Suite, PremierPro, InDesign, Easil, Sharp Spring (CRM). Familiarity with some or all of these programs is desirable, but training is available if needed.		
Company Supervisor & Reporting Relationship	Reporting to Marketing Manager		
Remuneration (if any)	Unpaid internship		
Hours	<ul style="list-style-type: none"> - Office hours are 8-4.30 during Summer (daylight savings in Southern states) and 8.30-5 outside of daylight savings period, but there are people in the office from 8 to 5.30 each day. - Open to Summer Internships (either 1 day per week or intensive) and/or during university semester. 		
Additional Information	<ul style="list-style-type: none"> - The successful candidate will be required to sign a confidentiality agreement prior to commencement 		

- The internship is unpaid, but may lead to paid casual, part-time or full-time work.
- ISR Training is an equal opportunity employer, valuing diversity and committed to creating an inclusive environment for all employees.