

INTERNSHIP PROGRAM

Department Information Sheet

Department: Marketing / Relationship Management

About the Department:

The Marketing Department is responsible for nurturing and maintaining the company's image and profile through publicity and promotion. The Marketing Department develops strategies and campaigns to optimise sales. In order for the company to develop effective strategies the marketing team collects and interprets market intelligence and data. The Marketing Department works closely with other departments within the company to ensure that strategies can be implemented practically, effectively and consistently. The Marketing Department is also responsible for managing and maintaining relationships with distributors (Educational Agents) and their duties include educating distributors, assisting distributors with enquiries and issues and acting as a liaison between the distributor and other departments of the company.

Possible duties of an intern:

- Supporting in the planning, implementation and analysis of promotions
- Collecting and reviewing data on sales volumes
- Developing an understanding of the department Marketing function - strategies, systems and processes
- Understanding the communication information flow and interaction between the Marketing department and other departments
- Supporting the Marketing team and understand the value added of a agent/distributor in distribution
- Assisting with creating and managing promotional content
- Creating and running queries against databases in Excel and Access
- Creating reports and spreadsheets
- Daily administrative tasks

Personal skills:

In addition we ask that students applying for an internship possess

- Organisational skills
- Attention to detail

- Computer skills
- Strong interpersonal skills and flexibility
- Ability to work as a member of a team
- Good oral and written communication skills
- Good listening, reading and comprehension skills
- Ability to think outside the square
- Creativity

Company expectations

Interns are expected to:

- Be punctual
- Dress appropriately
- Follow instructions from supervisor

Outcome from internship

Interns will be given the opportunity to experience working in the Marketing Department of a company.

IMPORTANT: The information contained in this Information Sheet is of a general nature. The work done and duties are for guidance only and are likely to vary from company to company.