

Job Description - Marketing Intern

Position:	Marketing Intern – Marketing Communications
Reports to:	Managing Director
Parameters of Role	Part time (20 hours a week) for three months. Actual dates to be agreed. You will be required to be in the office at least three days a week. Outside of this you can work at any other times of the day or week and at whichever location as long as you have good internet access.
Staff Reporting to Position:	Nil
Primary Objective of Position:	To work alongside the Managing Director developing marketing communications for Advisory Boards New Zealand and Synthesis Marketing Limited.
Functional Relationships With:	<ol style="list-style-type: none">1. Team members of Advisory Boards New Zealand and Synthesis Marketing.2. Managing Director.3. Business owners and clients.4. Suppliers.5. Channels, prospects and businesses.
Key Outcomes of Position:	<ol style="list-style-type: none">1. Assist the Managing Director in the marketing of Advisory Boards New Zealand and Synthesis Marketing Limited.
Specific Tasks and Duties:	<ol style="list-style-type: none">1. Assist with research and planning of marketing material.2. Assist with the development of all collateral and communications including social media, website content, press releases, video case studies, email marketing and event organisation.3. Assist with research and communication to current and prospective partners and clients.4. Measurement of all marketing activities to determine success and areas for improvements.

Measure of Performance

- Communications delivered effectively.
- High levels of customer satisfaction reported.
- Social media growth and engagement.
- Online engagement and lead generation established
- Increased profile of Advisory Boards New Zealand and Synthesis Marketing Ltd, measured through growth in new clients and people in our network, as well as online and offline media coverage.
- Favorable, unsolicited external comments about your contribution to the business.
- Communications structure implemented and established.

Specific Authorities: Nil

General: