

IBA Marketing Internship – “Explore beyond limits”

Duration:
3 to 6 months

Type of internship:
Co-operative service learning (not paid program)
Available to:

In brief:
Marketing Internship. Database creation and analysis. Market analysis. Digital marketing.

Undergraduate and graduate students. The candidate must be majoring in marketing, management, business economics, communications, public relations or journalism.

Description:
The intern:

- Develops new and existing databases
- Analyzes and finds new contacts according to a specific goal or/and target groups
- Uses all Mailchimp functions for different marketing campaigns
- Develops digital marketing campaigns, creates personas, analyses website and suggests improvements.

Position title:
Marketing Assistant

Working hours per week:
Min. 8 hours

Global requirements:

- Communication skills
- Teamwork and collaboration
- Problem-solving skills
- Personal time management skills
- Interpersonal effectiveness
- Computer/technical literacy
- Initiative
- Learning skills
- Adaptability
- Research and Analysis skills
- English - native or bilingual proficiency

Key skills:

- Good knowledge of social media and personal presence in them
- Good knowledge of the entire package Microsoft office
- Thinking outside-the-box and Brainstorm new ideas

Interns benefits

- Initial experience in the field that interests the interns professionally.
- Teamwork at an international level.
- Acquiring experience in a multicultural environment.
- Initial training for the selected position – 3 hours with professional of the team.
- During the internship, all interns are supervised by a professional in the field.
- Opportunity to practice communication and teamwork skills.
- Provide evidence that you have initiative, are reliable, and have a sense of responsibility
- Apply some of the ideas learned in school and provide a bridge between school and the professional world.
- Meet new people and practice networking skills while establishing a network of professional contacts, mentors, and references.
- Create an advantage over other job or graduate school applicants.
- Potential for a full time job offer at the end of the internship based on your performance.

Application details:

First stage: CV and Cover letter

Second stage: Interview

Contact person:

Aneta Nedyalkova

Head of Marketing and Communications, International Business Alliance.Bulgaria

Editor-in-Chief, Elysium Business Magazine

aneta@internationalbusinessalliance.net