



## DIGITAL MARKETING INTERN

REF. No. 1047

### About us

We are an award-winning luxury Africa Safari company, who are looking for an intern to assist the Marketing Department. This is a versatile role supporting the day to day administrative and creative tasks of the company. The right candidate will gain in-depth knowledge of the open source CMS, Umbraco, as well as Insightly, the world's most popular CRM software for Google users.

### Number of employees

15 - 20

### Tasks

- The primary task will be to assist the Marketing Executive in the daily management of the CRM. Once trained in Insightly, you will manage the CRM by yourself and deal with new leads, brochure requests, anniversary emails, newsletter requests, client reviews and brochure follow ups.
- Learn the ins and outs of the CMS Umbraco, as well as learning how to load original content, create optimised meta data and publish content that is tailored towards HNWI.
- Day to day social media management of the Yellow Zebra platforms (Facebook, Instagram, Twitter, Google Plus and Pinterest)

### Skills needed

- You are passionate about travel, conservation and wildlife
- You are active on social media channels, such as Facebook, Twitter and Instagram
- Have a basic knowledge of website management
- Willingness and eagerness to learn new systems and extremely organized

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## Skills to be acquired

- Proficiency in managing popular CMS and CRM systems
- Invaluable insights into the roles that make up a Marketing Team
- Experience in creating social media campaigns from start to finish

## Duration of the internship

3-6 months

## Office languages

English

## Location

London

## Financial support

£350 per month

## Office hours

Monday – Thursday 9:00am - 5:30pm, Friday 9:00am - 5:00pm, 30 minute lunch break