

Dearin & Associates – Digital Marketing & Communications Internship

Dearin & Associates is an international business consulting company that helps established companies to access opportunities and capital in fast-growing international markets.

We specialize in the Middle East and North African (MENA) region, helping Australian companies to enter MENA markets and MENA companies to enter the Australian market. We also provide corporate advisory services to Australian and MENA-based companies and are known for our high quality, independent advice.

Our services include international market entry, strategic business connections and cross-cultural consulting and training.

The Position

Dearin & Associates is currently seeking a Digital Marketing and Communications Intern for our Sydney office.

The intern will be given the opportunity to manage small-scale projects across a range of marketing activities, including the company website, social media, webinars, email marketing campaigns, videos and workshops. It is expected that the intern will have a good understanding of marketing concepts and digital platforms, however training will be provided on the specific applications used.

Responsibilities:

1. Develop Marketing and Communications Content

- Research and write marketing content for Dearin & Associates' website and company newsletter on topics relating to international business
- Draft social media updates across a range of different channels including Facebook, LinkedIn, Twitter and Google+
- Contribute to the company's content marketing calendar
- Format photos, images, videos and other digital marketing collateral

2. Technology

- Update the company's CRM system
- Post updates and upload content onto a range of social media platforms
- Update the company website using the WordPress content management system
- Manage webinars using Google Hangouts
- Draft and format data-driven HTML marketing campaigns

3. Event Support and Business Correspondence

- Event support and administration for cross-cultural workshops and events
- Liaise with a range of business and government stakeholders
- Liaise with event suppliers, venues, speakers and sponsors
- Manage guestlists and other event data
- Draft business correspondence to Dearin & Associates' stakeholders, including emails and formal letters

Skills and Qualifications:

- Currently studying or a recent graduate in the field of marketing, communications, information systems, business or a related field
Both undergraduate and postgraduate students are welcome to apply. Undergraduate students must be in at least their third year of study.
- Very high level of written communication skills as demonstrated in the application process
- Strong desktop research skills
- High level of attention to detail
- Understanding of social media and digital marketing platforms and concepts
- Ability and willingness to learn and adapt to new technologies, particularly cloud-based collaboration and productivity applications
- Applicants with two languages or demonstrable cross-cultural experience will be highly regarded

Professional Development:

An internship with Dearin & Associates provides many professional development opportunities, including:

- Opportunity to work in a growing startup consulting company with a dynamic, young team in our vibrant office on Cockatoo Island in Sydney Harbour
- Opportunity to work across a range of exciting, internationally-focussed projects
- Opportunities to attend industry events and network with business and government leaders
- Increased knowledge of and practical experience in international business
- Practical experience in marketing and communications
- Enhanced business communication skills
- Experience liaising with a range of business and government stakeholders, both domestically and overseas

Duration:

Twelve weeks.

Required Hours:

The successful candidate needs to be available for a minimum of two working days per week, from 9.00am – 5.00pm. One of those days needs to be from Monday - Wednesday, with the additional depending on their study schedule and the availability of office space.

Reimbursement:

This is an unpaid internship and does not constitute an employment relationship with Dearin & Associates.

However, the successful candidate will be reimbursed for the cost of their transportation and meals to the value of \$20 per day.

Location:

The internship will primarily take place at Dearin & Associates' Sydney office:

Suite B, Building 30
Cockatoo Island
Sydney, Australia

In addition, there may be opportunities to attend industry events elsewhere within Sydney. Dearin & Associates will cover the intern's transport and entry costs in these instances.

Application Procedure

Please submit the following documents to apply for this position:

- Cover letter
- Resume
- Writing sample of approximately 1000 words on any topic of your choosing that is relevant to a business audience

Contact:

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