

Title: Marketing Intern for Workspace Business

Timing 9am -6pm

Stipend is PKR 10000 Fixed Monthly

Duration: 8 months

Key Responsibilities:

Prospecting and Research: Conduct market research to identify potential leads and target industries. Utilize online tools, databases, and social media platforms to build a comprehensive list of potential customers.

Lead Qualification: Reach out to leads via phone calls, emails, or other communication channels to assess their interest and fit with our products or services. Determine the decision-makers and gather relevant information for the sales team.

Data Management: Maintain accurate and up-to-date records of lead interactions and status in our CRM (Customer Relationship Management) system. Ensure data integrity and follow established procedures for lead management. **Social Media Management:** Assist in creating, scheduling, and curating engaging content for our social media platforms such as Facebook, Instagram, Twitter, LinkedIn, etc.

Content Creation: Collaborate with the marketing team to develop captivating blog posts, articles, graphics, and videos that align with our brand message.

Email Marketing: Support the execution of email marketing campaigns, including writing compelling email content and analyzing campaign performance.

Search Engine Optimization (SEO): Learn and apply SEO techniques to improve our website's visibility on search engines and increase organic traffic.

Online Advertising: Assist in the planning and execution of online ad campaigns on platforms like Google Ads and social media platforms.

Requirements:

- Currently pursuing or recently completed a degree in Marketing, Digital Marketing, Communications, or a related field.
- Basic understanding of digital marketing concepts and trends.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Analytical mindset and willingness to learn about digital marketing analytics tools.

Benefits:

- Gain practical experience in various marketing functions.
- Opportunity to work with a dynamic and passionate team.

- Chance to contribute ideas and make a real impact on marketing initiatives.
- Learn and grow in a supportive and encouraging work environment.
- Potential for future career opportunities within the company.