

Mzansi Skills Hub

Job Advertisement: Digital Marketing Intern



Job Title: Digital Marketing Intern

As we expand at Mzansi Skills Hub, we're seeking a Digital Marketing Intern to support our online presence, engage with our audience, and promote our offerings.

Key Responsibilities:

- Assist in developing and implementing digital marketing strategies across social media, email, and web platforms.
 - Create, edit, and schedule engaging content for social media channels to boost audience engagement and brand awareness.
 - Support the team in managing and updating website content, blogs, and landing pages.
 - Conduct market research and analyze trends to support marketing campaigns.
 - Track, analyze, and report on performance metrics for digital marketing initiatives.
 - Help with SEO and keyword research to improve search engine rankings.
 - Assist with designing and distributing newsletters, promotional emails, and other digital content.
 - Participate in brainstorming sessions for campaign ideas and new content opportunities.
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Qualifications:

- Currently pursuing or recently completed a degree or diploma in Marketing, Digital Media, Communications, or a related field.
 - Familiarity with social media platforms (Facebook, Twitter, Instagram, LinkedIn) and digital marketing tools.
 - Strong communication skills, creativity, and attention to detail.
 - Basic knowledge of design software (Canva, Adobe Photoshop, etc.) and content management systems (WordPress).
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- Analytical mindset and interest in using data to improve marketing strategies.
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Preferred Skills:

- Understanding of SEO, Google Analytics, and basic HTML/CSS is a plus.
 - Prior experience with content creation or managing social media pages.
 - Knowledge of CRM or email marketing software (Mailchimp, HubSpot).
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Additional Information:

- **Duration:** 1 year (with a possibility of extension based on performance).
- **Location:** Remote
- **Equipment and Internet Requirements:** Candidates must have access to their own laptop and a reliable, stable internet connection, both of which will be at their own expense.
- **Compensation:** The Intern should be already on stipend

Interested candidates should send their CVs to cv@mzanziskillshub.co.za by **1st November 2024**.