

## JOB DESCRIPTION

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### Position: Online Marketing intern

<b>Location:</b>	Clickatell, a Sequoia-backed global leader in mobile communications specializing in <a href="#">bulk messaging services</a> and <a href="#">SMS gateway</a> connectivity to enterprises, is looking for two Online marketing interns to join our dynamic online marketing team in Durbanville, Cape Town, to assist with performing advanced Online media marketing in International markets.
<b>Date:</b>	23 July 2009
<b>Reporting To:</b>	Online Media Manager, or Web Development & Analytics Manager
<b>Reporting to You:</b>	None
<b>Purpose</b>	<p>The candidate will be responsible for assisting with initiating, developing and managing tactical direct response Online marketing campaigns that are designed to source new prospects, assist prospects to move along a conversion process, and grow average customer spend and lifetimes across various international customer segments, in an online SaaS B2B environment. Additionally, they will assist with various task relating to campaign performance reporting and search engine optimisation (SEO) of web properties.</p> <p>The Clickatell Online marketing department is a high pressure, high performance environment where the marketing intern's performance is directly linked to the MROI performance of the online marketing campaigns.</p>
<b>Key Responsibility Areas:</b>	<p>Assisting with sourcing, buying, trafficking and managing new media publishers with available advertising inventory to engage with target customer segments in international markets. Significant focus on sourcing test inventory that generates MROI above threshold.</p> <p>Assist with house-list email campaign management</p> <p>Assist with managing outsourced media planning, buying and campaign management vendors for display advertising and paid search.</p> <p>Weekly and monthly campaign performance monitoring and reporting</p> <p>Various SEO tasks</p> <p>Initiate and assist with the implementation of campaign optimisation tools and technologies.</p>
<b>Core Competencies:</b>	<p>Strong marketing proficiency (absolutely no chancers)</p> <p>Exceptional data analysis skills</p> <p>Good verbal &amp; written communication Skills; copywriting training and ability highly advantageous</p> <p>High levels of attention to detail and well developed troubleshooting and problem solving skills essential.</p>
<b>Experience and Education:</b>	<p>Bachelors degree with Marketing major, or post-graduate marketing qualification.</p> <p>Proficiency with MS Office, especially Excel, very advantageous.</p>
<b>Personal Characteristics:</b>	<p>Good planning and organisational skills, intuitive ability to prioritise based on available information</p> <p>Ability to work in a fast paced, high pressure environment</p>

	<p>Excellent inter-personal and communication skills essential.</p> <p>Must be able to work well in a team structure.</p> <p>Ability to work to deadlines</p> <p>Highly creative thinker</p> <p>Professional Approach</p> <p>A fresh outlook and friendly personality, be committed and hardworking</p>
<b>Special Requirements:</b>	<p>The individual we seek must have high levels of energy, be capable of following instructions exactly and providing timeous, high quality feedback.</p> <p>Passion for online marketing crucial.</p> <p>Regular and on time attendance.</p>
<b>Note:</b>	<p>To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge; skill and/or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this job.</p> <p>You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks.</p> <p>During a colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform other job tasks upon reasonable request from your line manager.</p> <p>Relocation costs (if applicable) will be for own account.</p>