



PERDANA UNIVERSITY

POSITION DESCRIPTION

Job Title : Internship for Digital Marketing
Department/Branch : Marketing and Sales Department

JOB DESCRIPTION:

The Digital Marketing Intern will work together with marketing team in all stages of the marketing funnel, and be able to engage with various marketing channels from paid advertising to content marketing and more.

The job requires someone with a curious mind, a strong drive to make things happen, and a passion in digital marketing.

RESPONSIBILITIES:

1. Planning and executing of all marketing activities including paid advertising, online promotional activities, online events, webinars and etc.
2. Assist in managing social media channels to ensure that content is timely, relevant and engaging.
3. Assisting in the collection of quantitative and qualitative data from marketing campaigns.
4. Supporting the marketing team in daily tasks.
5. To perform other tasks and duties assigned by the Management.

REQUIREMENTS :

1. Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Marketing, Art/Design/Creative Multimedia, Advertising or equivalent.
2. Preferred skills (s) : Able to work independently, organised and self-motivated.
3. Required language: English & Bahasa Malaysia.
4. Good communication and written skills.
5. Internship Duration: Minimum 3 months to maximum 6 months.
6. Our internship program application is open all year round.
7. Final year student will stand a chance to gain full time employment based on your outstanding performance during your internship.
8. Interested candidates are encouraged to apply online with a complete curriculum vitae, stating your internship period, University cover letter and a recent passport-sized photograph or a picture of yourself.

This is not intended to be an exhaustive list of all duties and responsibilities. The internee may be required to carry out other duties and responsibilities as may reasonably be required to do so.

Application Procedure:

- Please forward by email a letter of application clearly outlining your interest in and suitability for the post, a copy of your curriculum vitae and the contact details, including email address of three referees.
- Kindly forward the above details to hrrecruitment@perdanauniversity.edu.my