



## Professional Services Marketing Internship

Psych Press is a leading developer, publisher and distributor of tailored psychological resource solutions used in the assessment and development of human capital. Much of this development work and consulting expertise centres around offering online solutions to organisations such as NAB, Burberry, Holden, Ericsson, Ernst & Young, Corrective Services, Lifeline etc.

Recognising the unique position we hold within the Online Services Industry, we are seeking expressions of interest for the **Psych Press Marketing Intern Training Program**.

Psych Press offers 2 intakes during April and July 2017 for the **Voluntary Intern Training Program (1 day per week) over a four month period** for a student who is currently completing or has recently completed their **second** or **third year** of a marketing or marketing related course.

The Internship is likely to appeal to students who wish to obtain an appreciation of the role a marketer plays in the online professional services realm. Applicants selected for the training program will have three primary responsibilities.

1. **Social media and engagement:** The successful intern applicant will be directly involved with planning implementing a social media strategy. This task will involve collating and creating posts, tracking, measuring and reporting on the effectiveness of the plan.
2. **Communications:** As a predominantly online business, interns grasp a strong understanding of how marketing messages translate into informing and persuading user interest. Communications activities range from helping organise e-newsletter, blog content and alert send outs to contacting clients directly to inform of new service updates or opportunities.
3. **Marketing systems and reporting:** A necessary part of marketing involves the researching, recording and interpreting data to be informed of opportunities in key business areas. Interns are involved in capturing feedback and information from campaigns and liaising with other interns and staff to optimise marketing processes.

The internship is suitable for those people seeking to develop their:

- End-to-end marketing plans and rolling out communications by set timeframes
- Understanding of online marketing for professional services.
- Marketing and communication abilities within a fast growing professional services company that embraces a family culture.

Successful applicants to the program for intake 2 would need to commence by the **week of July 24<sup>th</sup> 2017**. If you are interested in taking up this learning opportunity, please **apply through our online system** here: <http://careeringahead.com.au/eRecruitment/Internship/jobs.asp>. Submitting applications early is strongly encouraged to ensure the best possible recruitment process for all candidates. For more information, please visit [www.psychpress.com.au](http://www.psychpress.com.au) or contact Jeremy or Nitha on (03) 9670 0590.

**Applications for intake 2 will close by COB 3<sup>rd</sup> July, 2017.**