



# Unpaid Internship (2 Positions)

**Job Title:** Unpaid Internship - Marketing Officer

**Company:** K Daughters Pty Ltd

**Location:** Khubetsoana, Maseru

**Duration:** 6 Months.

**About Us:** K Daughters is a one-stop shop for all your ICT needs. We provide a wide range of products and services, including, cloud computing, selling of laptops, computers, servers, ERP software, antivirus, email, website development and hosting, network implementation, network equipment, CCTV cameras, and smartphones. We are committed to providing our customers with the best possible service and support. We are a startup.

## **Responsibilities:**

- Collaborate with the marketing team to assist in the development and execution of marketing strategies.
- Contribute to content creation for various marketing channels, including social media, email, and website.
- Support the planning and coordination of marketing events and campaigns.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Assist in the management of social media accounts, engaging with the audience and monitoring analytics.
- Contribute to the creation and editing of marketing materials, such as brochures and presentations.
- Assist in tracking and analyzing the performance of marketing initiatives.
- Stay informed about industry trends and best practices in marketing.

## **Qualifications:**

- Currently pursuing a degree in Marketing, Business, Communications, or a related field.
- Strong written and verbal communication skills.
- Creative mindset with a keen eye for design and content.
- Familiarity with social media platforms and basic understanding of digital marketing.
- Proficient in Microsoft Office and basic graphic design tools (e.g., Canva).
- Ability to work both independently and collaboratively in a fast-paced environment.
- Eagerness to learn and contribute to innovative marketing strategies.



- A personal computer is required for work.

**Benefits:**

- You will be provided with Google Sells & Marketing Certification and we pay for your certifications that will enable you to work anywhere in the world.
- Hands-on experience in various aspects of marketing within a dynamic organization.
- Mentorship from experienced marketing professionals.
- Exposure to real-world marketing campaigns and projects.
- Networking opportunities within the industry.

**How to Apply:** Interested candidates should submit their resume, a cover letter outlining their interest in the internship, and any relevant portfolio to [vacancy@kdaughters.net](mailto:vacancy@kdaughters.net) . Please use the subject line "Marketing Officer Intern Application"

**Application Deadline:** 24<sup>th</sup> January 2024

K Daughters is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.

Note: Even though, this is an unpaid internship position, and the selected candidate will be responsible for their own transportation and accommodation during the internship period, there will be commission provided that will be explained in the interview.

Full Details about the position will be found here: <https://kdaughters.net/vacancies>