

Earned Media – Digital Marketing Intern

We are looking for a **Digital Marketing Intern** to join our team. You will have the opportunity to learn and execute a variety of SEO related tasks and develop a solid understanding of inbound marketing, content optimisation and off-site promotion. You will be instrumental in assisting the SEO Strategist to keep all client and internal websites up-to-date with fully optimized content, SEO audits and ongoing reporting.

Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialise in understanding where your customers are, what they're doing and why they're doing it. This means we can optimise your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

Responsibilities and Key Accountabilities

- Assisting SEOs to overcome challenges faced with the day to day on-page and off-page activities
- Perform link-building and create keyword strategies to improve site rankings
- Find established backlinks and other backlink opportunities
- Learning how to use various tracking & analytics tools to monitor performance & health of the site, providing reports on a regular basis, and using these insights for optimizing further
- Work with the development team to make sure the best SEO practices are executed
- Recommend changes on the website to meet SEO standards
- Keep up-to-date with the latest trends and SEO practices
- Work and get results using SEO tools
- Perform social media activities to support SEO
- Maintain the company's brand identity by successfully attaining goals

Education Required:

- The knowledge, skills and abilities typically acquired through the completion of a bachelor's degree program or equivalent degree in a field of study related to the job.

Years of Relevant Work Experience: 0 – 6 Months

Preferred Qualifications:

- Basic knowledge of "SEO" concept
- If you have technical skills, it would be an added advantage
- Willing to learn and implement new technologies
- Punctuality and quick response
- Prior experience with blogs or Wordpress is a plus

Knowledge, Skills, Abilities and Competencies:

- Quick learner
- Must be good in written English
- Good Communication Skills
- Good Interpersonal Skills
- Experience on social media sites such as Facebook, Twitter, LinkedIn, etc.

***If you are interested, please email your resume at hr@beingdigitalz.com**