



## MARKETING INTERNSHIP

JOB TITLE: Marketing Intern

REPORTS TO: Sales and Marketing Manager

### JOB SUMMARY:

To analyse and research the international market for serviced offices / business centres / coworking spaces with the view of increasing the current network of affiliate business centres to 200 centres.

### RESPONSIBILITIES AND DUTIES

- To work closely with the CEO on various start-ups and international network projects
- Identify all the main serviced offices and coworking operators worldwide
- Shortlist the potential affiliate centres in the countries/cities with no or weak eOffice affiliate presence
- Promote the eOffice eNetwork programme to the shortlisted centres and maximise the number of centres joining the programme
- Analyses other competing network programmes in existence
- Refine and improve the eOffice eNetwork affiliate programme

### PLACEMENT STRUCTURE

Phase 1: The intern will go through the companies on boarding and orientation process, this will include a skill assessment of understanding word/excel and being able to use different CRM programs. The projects will be listed, and work will be done accordingly to ensure the intern is self-assured to take on specific tasks.

Phase 2: Once the intern's strengths and training need have been established, each will be focused on by having the intern shadow members of the International Team where they will have the opportunity to add more substance to the site and initiate calls to potential partners.

Phase 3: The intern should have developed skills to be able to carry out some independent work within the International Network where they will assist with building the network and helping with events and coordinate agreements.

Phase 4: During the final phase the intern will work towards a final evaluation and presentation of their tasks in ensure they have established a full understanding of the International and Start Up network.