



JOB DESCRIPTION

TITLE OF POSITION	
MARKETING INTERN	
MISSION	
<p>Trace, until recently a traditional media group dedicated to afro-urban music, is transforming into a global digital platform dedicated to Afro-Urban culture and youth success. Trace has defined a new mission: “to entertain and empower our people to stand up and shine”.</p> <p>As we embark on our new brand mission, we are seeking a bright and energetic marketing intern to join the central marketing team and assist in developing and implementing world class campaigns to achieve our business goals. The marketing intern will report to the Head of Marketing. This role is based in Johannesburg</p>	
RESPONSABILITIES	
Line Manager	<ul style="list-style-type: none"> • Direct report N+1 : • N+2:
Number of subordinates	<ul style="list-style-type: none"> • No subordinate
Core purpose of the job	<ul style="list-style-type: none"> • The ideal candidate will be a strong communicator with excellent copy-writing skills and a thirst for knowledge. The marketing Intern will be responsible for helping to bring campaigns to life and assisting with the planning, coordination and execution of marketing campaigns. The intern will work across many different products including TV channels, TracePlay, Trace Academia, YouTrace and more.
You will be responsible for :	<ul style="list-style-type: none"> • Conduct desk research and benchmarking exercises • Assist with events planning and coordination • Assist with briefing in creative to design teams • Assist with preparing presentations • Assist with budget tracking/planning • Conduct desk research and benchmarking exercises • Assist with events planning and coordination • Assist with PR and identify stories the brand can tell to enhance brand positioning • Assist with the company’s participation in industry conferences. • Assist with briefing in creative to design teams • Assist with preparing presentations



	<ul style="list-style-type: none"> ● Assist with budget tracking/planning
Key Performance areas	Contributing to the marketing team (PR, Comms, Marketing and social media)
COMPETENCIES	
« Knowledge »	<ul style="list-style-type: none"> ● Good understanding of marketing especially to Gen Z ● Good writing and communication skills ● Excellent storytelling abilities ● Good presentation skills/ability to speak confidently & coherently in public ● Digital native who spends a lot of time on social media
«Skills/ Physical Competencies »	<ul style="list-style-type: none"> ● Some marketing experience, preferably within digital/media industry. ● Degree or Diploma in marketing is a bonus ● Good analytical skills ● Strong attention to detail, versatile and creative ● Organised ● Highly motivated, intellectually curious, passionate about digital ● Ability to multi-task and manage various project elements simultaneously
Collaboration	<ul style="list-style-type: none"> ● Various verticals of marketing including social media, digital, CRM, brand, comms and in-country teams
Experience	<ul style="list-style-type: none"> ● Some marketing experience, preferably within digital/media industry is preferable
Education	<ul style="list-style-type: none"> ● Matric ● Degree or Diploma in marketing is a bonus