



MARKETING INTERN/ MARKETING DEPARTMENT

1. Department

Marketing and Strategic Partnership Department

2. Role

Marketing Intern

3. Supervisor Name

Syadzwani Sidek

4. Role Objective

The Marketing Intern will be part of a dynamic team environment where they will contribute to both creative and operational aspects of marketing. This internship offers the opportunity to be involved in campaign development, multimedia content creation and brand communication. Interns will gain valuable experience supporting internal and external events, collaborating on promotional designs and engaging in digital marketing initiatives that enhance the organization's visibility and outreach.

5. Key Tasks and Responsibilities

A. Content Creation Support:

- Social Media Content: Assist in creating and scheduling content for SEL's social media platforms, such as Instagram, TikTok, and Facebook, including posts, stories, and reels.
- Graphic Design Support: Use design tools (Adobe Illustrator, Adobe Photoshop, or similar tools) to create visuals and other graphic elements to complement the content.

B. Photography, Video & Media Coverage:

- Assist with basic planning and setup for video shoots and photo sessions.
- Capture photos and videos during events, workshops, and promotional activities.

- Edit photos and videos using approved software, including basic cuts, titles, and subtitles.
- Revise content based on feedback and prepare materials for approval.
- Support live media coverage during events for timely social media use.
- Organize, label, and archive photo and video files properly for easy access and future use.

C. General Marketing Support:

- Assist in executing marketing campaigns, including social media promotions and digital advertising effort.
- Work closely with the marketing team, and other departments where necessary, to understand the specific media coverage needs and objectives for each event or campaign.
- Provide support for marketing events such as workshops, competitions, school outreach, awards, including event setup and promotional activities.

