

Item	Job scope – Marketing Internship		
Program	Hinrich Foundation Marketing team		
Date	October 4, 2017		
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1. Job objectives

The **primary objectives** of this paid internship are to support Hinrich Foundation’s digital marketing and maintenance which includes: **social media management; external & internal website maintenance**

2. Job scope summary

The intern is expected to assist in a variety of tasks related to the marketing efforts of Hinrich Foundation, specifically in digital marketing, including:

1. **Social media management (35%):**
 - a. Upload of social media posts onto Hootsuite
 - b. Final check of post output
 - c. Community management

2. **External website maintenance (35%):**
 - a. Creation and/or upload of content onto the website
 - b. Management of categories and content
 - c. Assist in website database management

3. **Internal website maintenance (15%):**
 - a. Manage internal website structure
 - b. Internal communications from marketing team

4. **Projects and other assignments (15%):**
 - a. Ad-hoc requests and research

3. Requirements

- Education* Bachelor’s degree or distinguished 3rd/4th year student in marketing, IT, or computer science
- Qualities* Proactive, detail-oriented, communicative and punctual
- Attitude* Interested in technology and marketing
- Skills* HTML coding experience; Microsoft Office (Excel, PowerPoint, Word); English writing skills a plus; social media management exposure a plus
- Language* English speaking and writing required

4. Reporting

The role will directly report to Dann Fong, the Digital Marketing Manager of the Hinrich Foundation.

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5. Location & work environment

The office is located at:
15th Floor, Citibank Center,
8741 Pase de Roxas
1226 Makati City

6. How to apply:

Interested applicants may send their resume and cover letter to dann.fong@hinrichfoundation.com.

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