

ROLE PROFILE: Marketing Intern

Location: Bryanston, Johannesburg

About Us at Bob Group:

At Bob Group, we're on a mission to revolutionise e-commerce in South Africa by simplifying and enhancing the online shopping experience. Our innovative platform combines a marketplace, online payment solutions, logistics, and parcel lockers - all powered by cutting-edge technology. We are growing fast and looking for passionate individuals to join our collaborative, no-nonsense team.

We believe in transparency, flexibility, and ownership, and we've created a work environment that fosters personal growth and empowers you to make an impact from day one. Say goodbye to corporate red tape and hello to a place where your contributions truly matter.

What You'll Do:

As a **Marketing Intern**, you will assist with various aspects of the marketing function, providing support for the execution and coordination of campaigns, digital marketing efforts, and content creation. You will work closely with the marketing team, helping to bring our strategies to life and ensuring smooth day-to-day operations.

Your day-to-day will include:

- **Brand Support:** Assist in maintaining brand consistency across all platforms and services, focussing on Bob Shop.
- **Project Assistance:** Help in the coordination of marketing projects and campaigns from start to finish, ensuring timelines and deadlines are met.
- **Content Creation:** Support the creation and curation of engaging content for social media, email campaigns, and the website.
- **Social Media & SEO:** Assist in social media management and implement basic SEO strategies to increase brand visibility.
- **Campaign Support:** Help manage and track marketing campaigns, promotions, and competitions to ensure smooth execution.
- **Paid Media:** Track paid media efforts and assist with pulling stats for reporting. .

- **Reporting & Feedback:** Provide feedback and assist in compiling reports on the performance of marketing activities and campaigns. Conduct monthly audits on social media trends and report on these.
- **Collaboration:** Work closely with cross-functional teams to ensure alignment and support the execution of marketing strategies.

What We're Looking For:

We need someone who has:

- **Education:**
 - ◆ **Essential:** Matric/Grade 12
 - ◆ **Preferred:** Tertiary qualification or degree in Marketing, Communication, or related field.
- **Experience:**
 - ◆ No prior experience is required, but any experience in digital marketing, content creation, or social media management will be an advantage.
- **Key Skills:**
 - ◆ **Digital Marketing:** Basic understanding of digital marketing channels like social media, SEO, and email marketing.
 - ◆ **Communication:** Strong written and verbal communication skills to create and share content effectively.
 - ◆ **Creativity:** A creative mindset and eagerness to contribute ideas to marketing campaigns and content strategies.
 - ◆ **Organisation:** Strong organisational skills and the ability to prioritise tasks efficiently.
 - ◆ **Adaptability:** Willingness to learn new marketing skills and adapt to changing priorities.
 - ◆ **Teamwork:** A collaborative mindset, with the ability to work effectively within a team environment.

Why You'll Love Working Here:

- **Growth Opportunities:** We're committed to your career development, learning new technologies, taking on new challenges, or advancing your career.

- **Inclusive & Transparent Culture:** We value openness, transparency, and ownership. Everyone's voice matters, and you'll be heard.
- **Work-Life Balance:** Enjoy an office-based role with structured hours and occasional after-hours availability for critical escalations.
- **Supportive Team:** You'll work alongside talented, driven people who are passionate about what they do and genuinely support each other.
- **Impactful Work:** You'll play a direct role in improving the customer experience and helping our courier partners succeed.
- **Perks:** From good coffee to snacks, we ensure you're fueled for success.

Is This Role for You?

If you're eager to develop your skills in marketing and want to be part of an innovative, fast-paced team, this internship is the perfect opportunity. We're looking for someone who is creative, proactive, and excited to contribute to our marketing efforts while learning from experienced professionals.

Apply Now:

If you're ready to kick-start your marketing career and make a real impact at Bob Group, we'd love to hear from you. Join us on our mission to create seamless, innovative e-commerce experiences.

Ready to make an impact? Let's chat!