

## INTERN JOB DESCRIPTION

<p><b>Job and Training: Email Marketing, Community Management, Blogging</b></p>	<p><b>As: Intern</b></p>
<p><b>Internship length: from 15/08/16 to 15/11/16</b>        (Possibility of hiring at the end of the internship)</p>	<p><b>Location: Ah'ad Haam 75, Tel Aviv, Israel</b></p>

### Main Duties & Responsibilities:

- Create shareable content appropriate for specific networks to spread both our brand and our content.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.
- Run regular social promotions and campaigns and track their success (Facebook).
- Creation and distribution of content that educates and entertains our audience and supports marketing goals.
- Drive consistent, relevant traffic and leads from our social network presence.
- Explore new ways to engage and identify new social networks to reach our target buyers.
- Track, measure, and analyze all initiatives to report on social media ROI.
- Grow our email list organically, not through bought or rented lists.
- Manage various email campaigns, including the template designs, calls-to-action, and content used in our email sends.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Measure results and optimize the lead nurturing workflows for these segments to convert leads into customers.
- Work to minimize list decay and unsubscribes while increasing the productivity of our email sends
- Build and manage the company's social media profiles and presence, including Facebook, Instagram, LinkedIn, and additional channels that may be deemed relevant.
- Provide services to customers, such as order placement and account information.
- Provide training and orientation to new staff
- Answer telephones and give information to callers, take messages, or transfer calls to appropriate individuals.
- Complete forms in accordance with company procedures.

### Qualities required:

**Fluent Hebrew** ( native proficiency, perfect grammar and spelling), **Fluent English** (native proficiency perfect grammar and spelling)  
**Pack Office:** Word, Excel, Power Point  
**Social Media:** Facebook, Youtube, Instagram, LinkedIn  
**Email:** Gmail and Newsletter platforms  
**Content writing:** Style, coherence, humor and comprehension of the audience needs  
**Last but not least:** Originality, curiosity and autonomy are the very keys for this job.