

KordaMentha | Digital Marketing Assistant Intern role description

Role purpose: Support the delivery of digital marketing and event campaigns, managing content calendars and assisting with website maintenance to continue growing our professional services brand and digital presence.

Key tasks:

This role is designed as a supported learning opportunity, working within established processes, templates and workflows. Training, guidance and support will be provided by the broader marketing and communications team.

- Create, schedule, and monitor social media posts, blogs, and other digital content.
 - o Creating and submitting design briefs for images and social assets with support from the broader team
 - o Creating social assets using Canva templates
 - o Creating newsletters using existing templates
 - o Assist with drafting and scheduling social media content, following established processes and team guidance
 - o Closely monitor tags, comments and mentions to help inform social media content pipelines.
- Implementing web and intranet changes, creating and updating web and intranet pages, supporting web reporting, and content refreshing initiatives.
 - o Update featured articles and posts to showcase the most relevant content.
 - o Adhere to defined process for web updates and creation of new content pages on website
 - o Ensure all updates and page creation are completed in a timely manner
 - o Assist with maintenance and ongoing refresh of intranet pages
 - o Support web optimisation program to increase effectiveness of website for lead generation
- Monitor digital performance (social, website) using analytics tools; assist with reporting and optimisation.
 - o Maintaining social media content archives
 - o Help prepare campaign performance reports using existing reporting templates and tools
 - o Competitor monitoring on social media activities

- Collaborate with internal teams (marketing, design, service teams) and external agency partners.
- Perform administrative tasks as required with training and support from the team (e.g. invoicing support, maintaining contact lists)
 - o Managing and sharing ad spend invoices with relevant stakeholders in a timely manner
 - o Upload and maintain contact lists using established tagging/segmentation rules in Dynamics 365 CRM

Learning Outcomes

Through this role, the candidate will successfully learn to:

- Apply marketing and communication principles in a real-world professional services environment across social media, email, website and intranet channels.
- Develop practical skills in digital content creation, campaign coordination and brand governance using established templates, workflows and approval processes.
- Build confidence using analytics and reporting tools to monitor performance, identify trends and support optimisation recommendations.
- Strengthen communication, collaboration and stakeholder management skills through working with internal teams and external partners.
- Gain exposure to market intelligence, competitor monitoring and audience insights to support marketing planning and decision-making.
- Build workplace readiness through structured learning, feedback, mentoring and hands-on experience in a fast-paced team environment.
- Develop transferable technical and professional skills that support future study and early-career progression in marketing and digital communications

Expectations of this individual

- Proactive and willing to take initiative
- Curious, eager to learn and open to feedback
- Comfortable asking questions and seeking guidance
- Organised, detail-oriented and able to manage competing priorities
- Collaborative, professional and confident communicating with others
- Adaptable, dependable and keen to contribute across a range of tasks
- Comfortable using digital tools, templates and systems (or a strong willingness to learn)