

Position Description: Marketing Intern
MSD Animal Health - Companion Animal Business Unit

Position Overview:

We are thrilled to offer an exciting opportunity for a marketing intern to join the MSD Animal Health Companion Animal Business Unit during a pivotal period of growth. We are looking for a motivated and creative individual to support our Australia and New Zealand (ANZ) brand and digital marketing team in both tactical marketing execution and digital brand development. This internship provides a unique chance to gain hands-on experience across various marketing functions and work with market-leading consumer brands. You will also gain insights into how a global organisation implements its go-to-market strategy while exploring how digital tools and AI can enhance our efforts to build brand awareness, drive professional recommendation, and achieve portfolio growth.

Marketing Intern Responsibilities:

- Provide general support to the marketing team across a range of brand projects.
- Support Brand Managers in coordinating activities in preparation for cycle meetings, industry conferences and events.
- Support Brand Managers in coordinating sales promotional activities and provide general support to the sales team for marketing related requests.
- Liaise with agencies/suppliers to brief and develop promotional material (in line with Brand Managers), manage cross functional team approvals and ensure accurate, timely and cost-effective delivery of required promotional material.
- Support relationship with promotional material distribution agency to ensure effective and efficient management of material (including setting up product codes, managing inventory, supporting sales team requests).
- Help maintain and enhance our brand voice and presence across digital platforms (website, social media, email, etc.).
- Support brand loyalty programs and implementation of a new ecommerce website.
- Assist in creating content for social media, email campaigns and digital channels using AI-powered platforms.
- Use AI tools to help brainstorm, draft and edit marketing content.

What We're Looking For:

- Currently pursuing a degree in marketing, communications, digital marketing, or a related field.
- Ability to work independently, manage multiple projects, and meet deadlines.
- A strong communicator, both written and verbal, who is comfortable consulting with team members and stakeholders.
- Collaborative and team-oriented, with a positive attitude towards working with diverse viewpoints.
- Creativity and a strong attention to detail.
- Familiarity with digital marketing channels (email, social media, SEO).
- Willingness to learn and use AI tools to increase efficiency and improve content quality.

What You'll Gain:

- Real-world experience in both tactical and strategic marketing.
- Mentorship from a team of marketing professionals.
- Exposure to branding, content creation, and digital marketing tools.
- A solid foundation for future roles in marketing, brand management, or communications.