



## ***Internship Marketing and Business development in Education***

An internship with one of our offices can offer you not only broad based exposure to our industry, but also experience that will be useful when selecting a career. With our Internship, we can expose you to a number of different areas, such as Business Process Support; Marketing, Distribution Management; Product Management, Supports Innovation, Vision, Competitive Analysis, Marketing Research, Pricing, Product Development, Developing Marketing Plans, Advertising Plan, Customer Service, Financial Planning and Strategy

The goal of this 'World Class Internship Program' is to offer you a challenging learning opportunity and to enhance your potential to become a member of Sustainable Development Management Institute team upon graduation - thus our internship position is very closely based on our full-time position.

They are looking for an ambitious, intelligent and hungry in Business Process Support / Business Process/ Business Analyst/ Business with first class marketing, management and entrepreneurial skill-sets. The role will be characterised by autonomy. You will need to a creative, innovative and commercially aware individual used to leading from the front.

Support the Reporting & Planning in the provision of profit & loss analysis, review and business reporting. Provide financial support to operational management.

## ***Main purpose of the Internship***

- Responsible for growing the client base and selling services to meet the needs of those clients.
- Build new business opportunities with targeted different companies using internally identified leads, marketing campaigns, existing clients and personal contacts.
- Deliver business development updates covering account activity, and work closely with the management team to ensure accomplishment of prescribed quarterly and annual sales and revenue objectives.
- To collect and analyse market research information from a variety of sources and produce evidence based market research reports to enable informed customer/client decision making.
- To draft standardized sections of market research reports using analytical outputs
- Identify and engage a wide range of companies
- Promote, and increase take-up of the company.
- Develop upon existing strategies and take them into the market to maximise success.

## ***Internship position***

1. Create report/project scope and proposal document
  - Call customers to discuss their requirements
  - Consider common themes/requirements & decide what to include/exclude
  - Produce proposal document
2. Pre sales/marketing

- Identify leading suppliers in the market and contacts within these companies
  - Send proposal document to potential clients
  - Follow up calls to assess interest
3. Plan the project
- Devise and evaluate methods and procedures for collecting data
  - Produce detailed project plan
  - Finalise report scope
4. Conduct research
- Conduct face to face and telephone interviews and write up
  - Develop and issue supplier questionnaire
  - Collate secondary research
  - Monitor industry statistics & trends in trade literature
5. Analyse data and prepare report
- Assemble, structure & analyse all data collected
6. Market & Sell report
- Prepare sales brochure and send to targeted list of prospects
  - Prepare press releases. Interface with editors to ensure press coverage
  - Speak at conferences/visit customers/attend trade shows to promote report

## ***About the person***

In order to be effective in the role, the successful candidate will meet the following essential criteria:

- Required skill(s): Internet, MS Office.
- Preferred skill(s): Market Research, Writing, Organisational Skills.
- Internship duration minimum of 3 month(s).
- Communicate effectively at all levels
- Be IT literate and have the ability to manage financial information.
- An analytical thinker who shows their creativity in their problem solving skills.
- Previous project management experience
- Recent knowledge / experience of vocational training.

Candidate must possess or currently pursuing a Bachelor's Degree, Post Graduate Diploma, Professional Degree, Master's Degree or Doctorate (PhD) in Marketing or Business, Math/Statistics etc. Approximately 35 hours a week should be expected throughout the internship.

Duration : 2 months

Let me contact to [contact.sdmi.edu@gmail.com](mailto:contact.sdmi.edu@gmail.com)