



**Marketing Officer
Internship Vacancy
AVR PLATO**

COMPANY BRIEF

AVR Plato is an early stage startup based in Mauritius. We are looking for a Marketing intern to join our team. Not only will you get to work directly with management, you'll be one of the earliest members of the team and will have the opportunity to grow with the company.

Launched at the MIT Global Start-up Lab 2017, AVRPlato is a team of dynamic and passionate young professionals from various nationalities within and outside Africa, who are dedicated to transforming education in the continent. Winning the 'Most Innovative Technology Award' during the program, the team is also a recipient of the Tony Elumelu Foundation award 2018, as well as other recognitions within Mauritius. Below are links to some online articles as curated by ict.io (biggest online IT/Innovation news desk in the Indian ocean region).

- <https://ict.io/realite-augmentee-et-education-tout-devient-possible-avec-avr-plato/>
- <https://ict.io/mit-gsl-demo-day-decouvrez-quatre-laureats/>
- <https://ict.io/mit-gsl-accompagne-jeunes-entrepreneurs-a-maurice/> and other publications.

JOB BRIEF

We are looking for an enthusiastic marketing intern to join our marketing department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, the intern will collaborate with our marketing and advertising team in all stages of marketing campaigns. The position will enable the individual acquire marketing skills and provide with knowledge of various marketing strategies and tools. Also, the intern will gain broad experience in marketing and will be prepared to function well any fast-paced work environment.

RESPONSIBILITIES

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Manage and update company database and customer relationship management systems (CRM)

- Help organize marketing events

REQUIREMENTS

- Strong desire to learn along with professional drive
- Understanding of different marketing techniques
- Good verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Adwords)
- Passion for the marketing industry and its best practices
- Current enrollment in a related BS or Masters degree