

BORNEO MARKETING INTERNSHIP for CONSERVATION

Contract Length: **3-6 Months**

Location: **Sabah (Borneo) and Kuala Lumpur**

Application Closing Date: **Ongoing -Apply now**

Basis: **Volunteer (unpaid)**

Organiser: **Biodiversity Business (www.sustainablemarketing.academy)**

Host organisation: **ANIMAL PROJECTS & ENVIRONMENTAL EDUCATION Sdn. Bhd. (APE Malaysia)**

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A large part of conservation involves raising awareness about important environmental and sustainability issues. How can people make a difference if they aren't aware of the problems? Through education and communication, it is possible to change behaviours to benefit and conserve the environment.

Go APE in one of the world's wildest place, where primates, elephants and bears roam wild.

APE projects are run on the basis that we can never do enough for the future of endangered animals. APE programmes are naturally focussed around the orang-utans of Malaysia, representing a collection of orang-utan welfare and conservation programmes. Also included in the programmes is a focus on endangered animals of Malaysia including the sun bear, pygmy elephant and sea turtle. Programmes are funded by volunteer contributions and coordinated by our exceptional programme coordinators. As marketing intern, you will help the APE team with their website (content creation), social media and newsletter. You will receive training and a full induction after your arrival in Kuala Lumpur, where the APE offices are based.

After approx.one month, you will head over to Sabah in East Malaysia (Borneo) where you will be immersed in APE's amazing conservation programmes including reforesting parts of the famous orangutan habitat on the shores of the Kinabatangan river. Another signature programme is the welfare and enrichment for the Borneo sun bear. You will stay in Borneo for one whole month and then head back to the KL office to complete your marketing campaigns.

Skills for your CV:

- Excellent communication skills used to influence and inform
- Content creation for specific target audiences, including blogging
- Website maintenance using Wordpress
- Social media marketing and management
- Competency creating email campaigns in MailChimp
- Knowledge and implementation of SEO optimisation (Search Engine Optimisation)
- Setting SMART goals and monitoring progress
- Efficient time management and excellent organisation skills, working to set deadlines
- Practical experience in conservation;

Benefits

- One round trip Kuala Lumpur – Sandakan – Kuala Lumpur
- Accommodation at the project sites in Borneo including all meals and transfers
- Shared apartment in the centre of Kuala Lumpur during your stay there, plus share of communal food and free wifi in the flat.
- 1 day off per week, plus a block of 4 days off each month during your internship. You might as well see some of the fantastic sights Malaysia has to offer while you're here.
- Option to extend your internship for another 3 months depending on performance
- Written reference letter upon completion of internship. We'll do our best to help you land your dream job

What we need from you

To apply for this role, you'll need to meet a few requirements and be committed and passionate to learning about conservation marketing. Find out a bit more about the role itself by reading about the duties you'll be completing throughout the internship.

Requirements

- Strong interest in conservation and acquiring professional marketing skills
- Highly organised and ability to work to a schedule
- Team player but also comfortable working independently
- Efficient time management skills and ability to work to deadlines
- Good attention to detail
- Flexible and adaptable. Ability to use initiative
- IT competency and use of own laptop for the internship
- Good level of English, verbal and written

Key duties and responsibilities

- Maintain and develop the APE Malaysia website, including writing blog posts, and optimising SEO (search engine optimisation)
- Create exciting content for email communications, producing monthly newsletters using MailChimp
- Plan, schedule and implement social media posts in line with marketing goals
- Collect testimonials and content from volunteers and interns whilst at project sites
- Follow agreed timetables and deadlines to deliver work in a timely fashion
- Display a professional example to local community members, volunteers and colleagues
- Follow instructions as delivered by project managers when on site
- Adherence to all safety measures, protocols, procedures and budgets as directed by [APE Malaysia](#)
- Any other duties that may be required including; cover for colleague's leave and illness, providing adequate notice of travel arrangements (work related or personal)

What you will need to pay for

Apart from all the skills, benefits and fun, there are a few expenses that will be for your own account

- Flights to and from Kuala Lumpur
- Accommodation contribution fee of £200 for your 3 months' stay (Subsidized)
- Transfers to and from APE office in Petaling Jaya (suburb of KL)
- Personal travel insurance including medical cover
- Visa costs & Vaccinations
- Non-work- related travel during internship
- Additional food and drinks for your personal use

TO APPLY:

Please send your CV and motivation letter to

barbara@biodiversitybusiness.com