

MALAYSIA MARKETING INTERNSHIP for CONSERVATION

Contract Length: **6 Months or longer**

Basis: **Volunteer (unpaid*)**

Location: **Kuala Lumpur and around Malaysia**

Start Date: **April 2020**

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

Host organisation: **Fuze Ecoteer Outdoor Adventures S.B.** (www.fuze-ecoteer.com)

• Internship fee of £100 per month includes training, accommodation, local travel and food allowance

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. Take the plastic free movement for example. To do this effectively requires conservation marketing. Use this internship to learn valuable digital skills and get some conservation experience. So, you can become a sustainability champion in your career!

What's in it for you?

Work alongside fantastic people who are equally passionate about conservation, helping them to raise awareness and promote their amazing programmes. Travel around Malaysia to work on marine, rainforest and community conservation projects in stunning destinations such as the Perhentian Islands and Merapoh.

Plus see the sights of Kuala Lumpur whilst based at our marketing intern accommodation. Develop both marketing and conservation skills to enhance your CV plus enjoy a wealth of additional benefits.

Skills for your CV:

- Excellent communication skills used to influence and inform
- Understanding of branding and positioning
- Content creation for specific target audiences, including blogging
- Website maintenance using Wordpress
- Social media marketing and management using Hootsuite
- 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 and travelling between a number of project sites
- Practical experience in conservation; marine, rainforest and community

Benefits:

- **Marketing Training.** You will receive training, either face-to-face or online from an experienced marketing professional and tutor, who will be available as mentor throughout your internship.
- **Digital Certificates:** As part of your training, you will be able to complete free online digital marketing courses which will provide you with a certificate for your online profile such as LinkedIn.
- **Accommodation.** You'll be based at a comfortable apartment, very close to the Kuala Lumpur City Centre (KLCC) with our other marketing interns. Whilst at Project sites, you'll be in shared rooms with our project interns and volunteers, allowing you to mix with some wonderful people.
- **Share of communal food.** You'll get access to communal staff food at each project base, plus receive a food allowance for your time in KL.
- **Free Wifi!** All our projects have access to Wifi so you can keep your Instagram up to date
- **Weekends free*** plus a block of 2 days off each month during. So, you will build up **12 days holiday!** You might as well see some of the fantastic sights Malaysia has to offer while you're here

** You may be asked to work some weekends in special circumstances, normally at project sites.*

- **All work-related expenses** (Unfortunately this doesn't include your travel to or from Malaysia)
- Written **reference letter** upon completion of internship. We'll do our best to help you land your dream job and help you with career advice.

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 (use your own laptop + any camera or video equipment, if applicable)
- Good level of English, verbal and written

Key duties and responsibilities

- Develop the Fuze-Ecoteer website, including writing blog posts (content marketing) and optimising SEO (search engine optimisation)
- Maintain the website and expand your skills in Wordpress
- Create exciting content for email communications, such as monthly newsletters using MailChimp
- Plan, schedule and implement social media posts in line with marketing goals
- Produce creative briefs to be completed by the photography and videography team
- Collect testimonials and content from volunteers and interns whilst at project sites
- Travel to project sites around Malaysia to collaborate with the project teams. Whilst on-site, maintain good communication at all times, with your supervisor and the project manager.

- Follow agreed timetables and dead-lines 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 Fuze Ecoteer
- 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 some expenses that will be for your own account

- Flights to and from Malaysia
- Accommodation fee of £100 a month, so a total of £600.
- Visa costs & Vaccinations
- Personal travel insurance
- Non-work- related travel during internship
- Additional food and drinks for your personal use

Timing and Duration

This unique internship requires a minimum commitment of **6 months or more**. From our experience, this is needed, because you will gain a range of new digital marketing skills. So, you will need enough time to learn and apply these in a work environment.

You can extend your stay beyond 6 months by mutual agreement. Then you will be eligible to receive a small monthly allowance from your 7th month onwards.

Start Date: Our next intake is in APRIL 2020. You are advised to apply a.s.a.p. because places are limited. You will usually work in a team of 2 to 4 interns.

TO APPLY

Please send your CV and motivation letter to:
barbara@biodiversitybusiness.com