

Meerkat Marketing Intern

Marketing Intern

Company: Meerkat

Location: Cape Town, South Africa (remote working during COVID-19 lock down)

Internship length: up to 6 months

Internship start date: ASAP

Summary

[Meerkat](#) is a new generation financial wellness business committed to making a real difference in the financial lives of our customers, and fast. We have developed simple solutions with savings at the heart. We help customers gradually reduce their reliance on debt and improve their financial health. We've changed thousands of lives through our debt consolidation service through which we offer professional and confidential counselling services that can be conducted over the phone. We're also an authorised financial services provider that understands the value of good advice. Our Credit Life business offers comprehensive cover at lower premiums, and we're just putting together the finishing touches on our simple savings solution and funeral plan which will launch early 2020.

We are looking for motivated and talented individuals to join our team. The goal of this internship is to support our marketing capability while preparing you for a future career at a fast-growing fintech startup.

As an intern, you will be working closely with a supervisor and other colleagues who will provide you with hands-on projects and routine tasks. Interns will be able to apply classroom-based knowledge to projects and gain essential workplace skills needed to be career ready. Meerkat is dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

Job Duties and Responsibilities

- Produce social media content
- Draft presentations
- Write blogs
- Conduct market and user research
- Product application analysis
- Behavioral economics research and implementation

Qualifications and Skills

- Understanding of digital marketing
- Experience with product marketing
- Familiarity with marketing and social media tools such as Hootsuite, Google analytics and search console
- Good understanding of different marketing techniques



- Strong verbal and written communication skills
- Proficiency in Microsoft Office – advanced skills in PowerPoint
- Ability to work independently and remotely, i.e. have a laptop and a quiet space
- Experience working with a team

Desirable Skills

- Degree in Marketing or other relevant fields
- Organizational skills and detail orientated