



Charles Sturt  
University

## Work Placement Position

# Quinlan Consulting Team Marketing Intern

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Quinlan Consulting provide management advisory and consulting services. Our organisation comprises divisions of digital and strategic marketing, accounting, tax, human resources (under EQ People trading name) and business advisory. Our commercial training division provides online training platforms to over 2000 students.

Leveraging our training department's LMS we have a structured learning path for interns. This provides practical learning experience for the first 1-2 weeks before they progress into working alongside our team. Experience has shown us that this fast tracks the intern's confidence and capabilities as they step into the client experience project work.

Our scale and breadth of services enables us to take interns across different functional areas. We often pair interns together on projects helping them establish team building and project management skills and the visibility of how their functional area impacts a wider business.

As a government approved provider of mentoring services, we are funded to support SME businesses. This brings in experience and potential ongoing clients that allow interns to shadow our executive team and obtain unique opportunities to see client facing consulting.

Our model consistently produces high quality and job ready candidates, so much that we have employed a number of them post the internship. The awareness of our model in the marketplace and the education sector attracts top intern talent which fits well into our philosophy of "doing not watching" in our business.

If you feel you have the business acumen and skillset to thrive in leading consulting firm, we invite you into the application and screening process to apply for an internship position with us.

We are offering a great opportunity to an enthusiastic, quick learner to shadow our Marketing Manager and work closely with other managers in the company. If you are looking to develop your marketing and professional communication skills in a growing company and learn SEO, EDM (Mailchimp), Google Analytics, Social Media Management and more, then this could be the right opportunity for you.

To find out more, visit [quinlanconsultingteam.com](http://quinlanconsultingteam.com)

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**Subject:** **Session 1 (30):** BUS370 (120hrs)

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**Specialisation:** Marketing

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**Location:** Remote

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**Availability:** Multiple positions

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**Further information:** See summary page below

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Email Tom Quinlan ([tom@quinlanconsultingteam.com](mailto:tom@quinlanconsultingteam.com)) and include your résumé and 1-minute clip using <https://vocaroo.com>, telling us why you feel this is the right internship for you.

In the body of your email, please also answer the following questions:

**How to apply:**

- Why are you seeking a non-paid volunteer internship with our company?
- Which suburb do you live in and what is your availability during the week?
- How do you rate your communication skills?
- What is your qualification in Marketing?
- Describe any previous Marketing experience.

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**Closing date:**

[Closing Date](#)

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**Summary:**

As a marketing intern, you will collaborate with our marketing and senior management team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast-paced work environment.

**Key Responsibilities:**

- Collect quantitative and qualitative data from marketing campaigns
- Perform SEO tasks, conduct market analysis and research on competition
- Support the marketing team in administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing material
- Contribute to the development of Marketing Health Checks for existing and potential clients
- Manage and update company database and customer relationship management systems (CRM)
- Help organise and host marketing events
- Create blog and social media content and manage accounts
- Monitor digital marketing efforts and create analytical reports

**Requirements:**

- Strong desire to learn along with professional drive
- Ability to think outside the box; creative
- Ability to work independently and in a team
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Tech savvy
- 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 enrolment (or completed) a marketing related Bachelor or Master's degree

**Working Conditions:**

- The Marketing Intern will work from the company's office or remotely, depending on the company's policies and the intern's preferences
- The intern may be required to work some evenings or weekends, depending on the company's schedule
- This is an unpaid internship, but the intern will gain valuable experience and knowledge of Marketing practices in the industry

**Benefits:**

- Gain real, relevant experience to put on your resume
- An opportunity to trial the type of marketing career you want

- Build and expand your professional network
- Development of your communication skills and confidence
- Exposure to various online tools which modern day Marketers use
- Learn how a business works and where/how Marketing fits in
- Increases your employability through skills development and experience
- An opportunity to gain references and endorsements