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Transnet: Marketing, Public Relations and Communications Internship

Description

Transnet is seeking a dynamic and enthusiastic Marketing, Public Relations, and Communications Intern to join our team. This internship offers a unique opportunity to gain hands-on experience in the fields of marketing, public relations, and communications within a major player in the transportation and logistics industry.

Responsibilities

- **Social Media Management:** Assist in managing Transnet's social media accounts, including content creation, scheduling, and monitoring engagement.
- **Content Development:** Contribute to the creation of engaging and informative content for various communication channels, including press releases, newsletters, and website updates.
- **Event Support:** Provide support for marketing and PR events, such as trade shows, product launches, and community outreach initiatives.
- **Media Monitoring:** Monitor and compile media coverage and reports related to Transnet, providing regular updates to the team.
- **Stakeholder Engagement:** Assist in building and maintaining positive relationships with internal and external stakeholders, including customers, media partners, and community organizations.
- **Market Research:** Conduct research to stay updated on industry trends, competitive analysis, and customer feedback, helping shape marketing and communication strategies.
- **Support Marketing Campaigns:** Collaborate with the marketing team in the execution of marketing campaigns, including advertising, email marketing, and promotions.
- **Graphic Design:** If applicable, assist in creating graphic materials, including infographics, flyers, and visuals for various marketing and communication initiatives.
- **Administrative Tasks:** Perform various administrative tasks to support the marketing, public relations, and communications functions as required.

Qualifications

- Currently enrolled in or recent graduate from a Bachelor's degree program in Marketing, Public Relations, Communications, or a related field.
- Strong written and verbal communication skills.
- Creativity, attention to detail, and a passion for storytelling.
- Proficiency in Microsoft Office Suite and social media platforms.
- Basic understanding of design and content creation tools is a plus.
- Ability to work independently and as part of a team.
- A keen interest in the transportation and logistics industry is advantageous.

Job Benefits

- Valuable experience in the marketing, public relations, and communications

Hiring organization

Transnet

Employment Type

Intern

Duration of employment

3 Months

Industry

Transportation, Logistics, Supply Chain and Storage

Job Location

Durban, KwaZulu-Natal, South Africa, 4001, Durban, KwaZulu-Natal, South Africa

Working Hours

09

Date posted

October 1, 2024

Valid through

18.10.2025

field.

- Exposure to a diverse and dynamic work environment.
- Mentorship and guidance from experienced professionals.
- Competitive internship stipend.

Contacts

To apply for the Marketing, Public Relations, and Communications Internship at Transnet, please submit your resume and a cover letter outlining your interest in the position and your relevant qualifications. We encourage applicants to include a portfolio or samples of their work if available.

Transnet is an equal opportunity employer. We welcome applications from all qualified individuals.

Join Transnet, and be a part of our mission to drive innovation and excellence in the transportation and logistics industry. Grow your skills and contribute to shaping the future of Africa's transport landscape!