



# WE ARE OTOOL

We offer high-quality and distinctive ERP solutions derived from our business experience

## MARKETING INTERN POSITION

We are **OTOOL**, a young Australian-owned company situated in Perth, WA. We assist and advise enterprises, non-profit groups, and professional organisations in their quest to digitalise, automate, and manage their day-to-day business processes and operations in a more effective manner. We are Odoo-certified partners.

We are looking for an enthusiastic marketing intern to join our team and provide creative marketing ideas to help us achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our sales and projects director in all stages of marketing campaigns. Your insightful contribution will help us develop, expand, and maintain our marketing channels and reach our customer's targets.

This internship will help you acquire administrative, ERP, and marketing skills and provide you with knowledge of various marketing strategies (website and social media visibility, marketing campaigns, direct approach, etc.). Ultimately, you will gain broad experience in ERP solution (Odoo) marketing and should be prepared to enter any fast-paced work environment.

### Responsibilities

- Collect quantitative and qualitative data
- Perform market analysis and research on competition.
- Support the marketing strategy in daily administrative tasks.
- Assist in marketing and advertising promotional activities (e.g., social media, direct mail, and the web).
- Prepare promotional presentations.
- Help distribute marketing materials.
- Manage and update the company database and customer relationship management systems (CRM).
- Help organise marketing events.

### Requirements and skills

- Business mindset and a strong desire to learn, along with a professional drive
- Good understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- 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
- Interest in ERP solutions will be a must!

### Current enrolment

- Bachelor's or master's degree in marketing or IT

**Starting date:** December 2023

**Please send résumé and short cover letter to [Otool@otool.com.au](mailto:Otool@otool.com.au)**