

## Marketing & Social Media Management Intern

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Company: Scientia Nova (SMC Private Limited)

Location: Pakistan

Category: business-and-financial-operations

### Welcome to Scientia Nova!

Your Trusted Partner in Biological, Medical, and Healthcare Research. At Scientia Nova, we are a team of dedicated and experienced researchers passionate about advancing the frontiers of biological, medical, and clinical research. We offer a comprehensive range of services to meet the diverse needs of individual researchers, institutions, and organizations in the healthcare and life sciences fields.

### Our mission

Empowering researchers across biological, medical, and healthcare fields to achieve impactful discoveries through exceptional research and development services.

### Our vision

To be a leading partner in accelerating scientific progress and improving healthcare outcomes through innovative research and development solutions.

### The Role

#### You will be responsible for :

Developing and implementing comprehensive digital marketing programs in line with brand plans and business priorities.

Create suitable content for each stage of a customer's digital journey.

Reviewing and optimising the design and content of all online assets including the company website and social media pages.

Analysing the results and effectiveness of campaigns to deliver actionable insights and recommendations and generating monthly reports on the digital marketing portfolio.

Developing and executing content marketing campaigns to drive traffic, engagement, leads, sales and customer retention.

Generating engaging content for thought leadership pieces, websites, social platforms and marketing collateral.

Building campaigns to support recruitment and drive talent attraction and engagement across multiple channels.

### **What We Offer:**

Invaluable experience in research marketing, social media management, and content creation.

Gain firsthand knowledge of the healthcare research industry.

Opportunity to work remotely and develop a flexible work style.

Collaborative and supportive work environment.

Letters of recommendation or certificate of completion and company souvenirs upon successful internship completion(*Please note it is a non-paid internship*)

### **Ideal Profile**

Preferably experience or sound knowledge at least in Content Marketing, Digital Marketing and/or Email Marketing

You have the ability to develop engaging content for a wide range of audiences.

You have strong content creation and writing background.

Experience within would be a strong advantage.

You are highly results driven

You enjoy finding creative solutions to problems

You pay strong attention to detail and deliver work that is of a high standard

## What's on Offer?

Attractive Salary & Benefits

Flexible working options

Strong opportunities to progress your career

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