

## JOB DESCRIPTION

### Marketing Internship @ Centrul Comercial Felicia Iasi

<b>MAIN ROLE:</b>	<ul style="list-style-type: none"><li>• <b>Responsibility for some of the marketing activities in the shopping centre</b></li></ul>
<b>1. SOCIAL MEDIA</b>	<ul style="list-style-type: none"><li>• Creating the editorial plan for Social Media and updating it according to our needs</li><li>• Constant communication on Facebook page, responsible for increasing the number of likes on the Facebook page</li><li>• Constantly updating Felicia blog, according to the editorial plan</li><li>• Close analyse of our websites (www.felicia-iasi.ro and www.ecromatic.ro) and permanent updates</li></ul>
<b>2. MARKETING CAMPAIGNS</b>	<ul style="list-style-type: none"><li>• Creating the written PR documents (advertorials, radio spot scenario etc.)</li><li>• Finding promoters for the campaigns and supervise them (the timetable, the number of flyers distributed etc.)</li><li>• Taking photos with the opening of the stores, new collections, events and others, needed for advertorials and blog posts</li><li>• Campaign evaluation</li><li>• Searching for visual images for the marketing campaigns, tenants flyers etc.</li><li>• Searching for ideas of prizes for marketing campaign</li><li>• Tenders for prizes</li><li>• Calling the winners for marketing campaigns</li></ul>
<b>4. ADMINISTRATIVE</b>	<ul style="list-style-type: none"><li>• Scanning and archiving contracts</li></ul>
<b>5. REPORTING</b>	<ul style="list-style-type: none"><li>• Minutes of the marketing meeting and reminders before each meeting</li></ul>

**#marketingteam #feliciateam**