

The Loft Group (II) – SOCIAL MEDIA

Organisational Profile

Gain the experience of working with a young, dynamic company in the fashion, travel and health industry.

The Loft Group has business in the fashion, travel and health industries, all promoting and creating opportunities to bring people and exceptional products together. Representing the best of health and fashion, as well as publishing quality books and other exciting products, The Loft Group's purpose is to promote self esteem, confidence, physical and mental ability and cooperation through offering products that serve a purpose to enhance learning, personal growth, fun and laughter.

Internship Profile

Through internship assistance and support, you will be responsible for the leading and implementing a strategic social media marketing plan. The Social Media Marketeer is responsible marketing, advertising and other business development actions for this site. Come up with creative & fun ads, create ads on other social sites, write on blogs, answer Q&A, think of cool additions to our site, plan and implement visual media plan, among other actions. This is a fun job, full of creativity and independence.

Intern Profile

Ideally, the intern will have the followings:

- ✓ Business/ International / Marketing Studies or related area
- ✓ excellent Structural & Analytical skills
- ✓ independent, Organized with good interpersonal skills
- ✓ proficient in English
- ✓ good knowledge of Social Media
- ✓ enjoys an Active Lifestyle
- ✓ creative & Proactive
- ✓ regularly visits social media sites
- ✓ eagerness to work & learn