



INTERNSHIP - DIGITAL MARKETING PROJECTS OFFICER

At least 06 months internship in Amret MFI, Phnom Penh, Cambodia

Amret is one of the largest microfinance institutions in Cambodia, and is a subsidiary of the Advans group, an international microfinance group present in 9 emerging countries.

You are a student (master, last year business school, PhD) and are looking for a mission in South East Asia where you could use what you have learnt for a microfinance organization with strong developmental and social impact? You are open minded, proactive and result oriented? Amret offers you an internship opportunity in digital marketing in its marketing team!

Your missions:

Depending on the starting date, the duration of your assignment and your domain of expertise, your missions will focus on one or more of the following objectives:

Under the supervision of the marketing manager, you will:

- Support the team in improving our digital marketing strategy: structuring social media communication plan
- Participate to the implementation of our Environmental and Social action plan (ESP): contribute to the creation of materials for Clients' financial and digital literacy, to the measures of environmental and social impact KPIs, to the reporting to partners
- Improve customer engagement, along its journey and the various human and digital touch points (mobile app, call center, social media, website, branch staff and field staff)

In order to successfully carry out these objectives, you might have to involve in carrying out some qualitative market surveys, and/or data analysis.

You will have the occasion to really contribute to Amret 2020 marketing and ESP action plan and results.

What will this opportunity bring to you?

- A chance to discover the microfinance sector, which plays an important role as a tool for social and economic development in emerging countries
- A rich experience in a large organization (Amret head counts 4,000 staff in Cambodia, 158 branches across the country, and nearly half a million clients), internationally recognized as one of major success in terms of profitable social business
- An integration in a team of 30+ members in our marketing department, with close relationship with our other business departments (commercial, data, sales)
- A friendly people and welcoming country

Eligibility:

- At the final year of business school, master or PhD, preferably in marketing, or in social business
- Available for at least a 06 months period in Phnom Penh, Cambodia
- Strong interest for emerging countries and economic development
- English proficiency in both written and verbal communications
- Good command in Microsoft Office especially in Excel and PowerPoint
- Command of web analytics tools, content/video/image design tools would be a plus
- Ability to work autonomously following project's terms of reference, to formulate ideas, to interact with various profiles of team members
- Strong willingness to contribute and ability to adapt to changes and competing priorities

Application closing date: 31st December 2019
Program Start Date: flexible, not later than April 2020

How to Apply: Submit your updated resume to:

https://advans.aragon-erh.com/new_rec_portal/apply/1396/FR

For more information, please visit:

Amret MFI : <https://amret.com.kh/en/> or ADVANS : <https://www.advansgroup.com/>