



MARKETING INTERNSHIP APPLICATION FORM

Marketing Internship - Hospitality

Requirements:

Completed Grade 12,
Tertiary qualification (Degree / Diploma) in Marketing, Communication or Advertising,
A keen interest and desire to develop a career in marketing,
A motivated, creative and passionate individual who strives to exceed expectations,
Analytical approach,
Good knowledge of all major social media channels,
Someone who enjoys writing,
Basic understanding of SEO Principals,
Focused on delivering exceptional customer service,
Ability to build relationships,
Flexible adaptive attitude,
Ability to work under pressure,
Excellent time management skills,

Tasks you can expect to learn about and undertake include:

Assist the Marketing Director in implementing the marketing plan, the development of digital initiatives and promotions plus any related marketing activity or collateral including tradeshows,
Manage and monitor all digital and social media channels ensuring positive communication and management of brand message,
Work closely with company partners and other businesses within the group on integrating and driving value for their marketing campaigns and maximising exposure across all channel,
Assist the Marketing Director in developing and maintaining media relations with the aim of generating positive media coverage across various platforms,
Help create and proof read press materials,
Work with hotel General Managers to identify key calendar dates identifying opportunities for package offerings as well as identifying periods requiring additional marketing support and budget,
Develop and promote new hotel package offerings,
Learn how to manage and report the marketing budget for venue marketing, campaign return on investment (ROI), tracking and measuring all marketing activities to ensure best value spend,
Act as the primary point of contact for any marketing enquiries relating to the venues,
Keep third party booking channels up-to-date with content and images,

Liaise with both local and industry publications to ensure hotels remains in the spotlight via editorials, features, advertisement,
Ensure brand guidelines and partnership agreements are adhered to at all times in consistency of marketing materials across the venue,
Provide General Managers with post-campaign effectiveness reports and make observations and recommendations to drive continuous improvement,
Update and manage all website and social media content, including updating the image gallery with event and space images, and writing relevant blogs to coincide with hotels events.

Stipend: R 5000 per month

Duration: 12 months

Closing Date: 30 November 2017

Vacancies: 2

This Company is an equal opportunity employer. All qualified applicants will be considered without regard to age, race, color, sex, religion, national origin, marital status, ancestry, citizenship, veteran status, sexual orientation or preference, or disability. The following information must accompany your application:

- Please complete this application form in full and sign (Applications will not be accepted without the completed application form)
- Your Resume (CV),
- Proof of address,
- Certified copy of Identity Document,
- Certified copies of School Leaving Certificate or Statement of Results for your qualifications,

These must be completed and sent back via our online application form or via faxmail on (086)667 81 80. Application closing date: 30 November 2017

* Applications will not be considered if the necessary copies of the required documents are not attached to the application form. Candidates may be required to submit proof of identity for vetting purposes. Only shortlisted candidates will be contacted. No telephonic applications will be considered. Please note that there are no cost's involved and we do not charge candidates any fees to apply. Documents received after the closing date will not be considered. Candidates who have not followed the correct application process will not be considered. Shortlisted candidates will be required to undergo further assessments and security and background checks.

Date of Application:			
	Month (MM)	Day (DD)	Year (YYYY)

PERSONAL		
Last Name	First	Initial
Other Name(s) Used		Home Telephone # () -
Address		Business or Cellphone # () -
Position Applied For	Preferred area for work ?	Salary Desired
Email Address	Marital Status	Number of Dependants
Have you ever interviewed with the Company before? <input type="checkbox"/> Yes <input type="checkbox"/> No		If yes, list date(s) and job title(s)
Are you at least 18 years old? <input type="checkbox"/> Yes <input type="checkbox"/> No		If foreign national do you have a valid work permit? <input type="checkbox"/> Yes <input type="checkbox"/> No

EDUCATION

Check Highest Grade Completed: High School 9 10 11 12
 College, Trade or Business 1 2 3 4

School Name	City, Region, Country	Major Studies	Degree, Diploma, License or Certificate
High School:			
College/University:			

Vocational, Business, Other:			
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List Any Professional Designations:

Other Special Knowledge, Skills or Qualifications:

Computer Skills (Hardware/Software):

EMPLOYMENT HISTORY

List all past employment, starting with the most recent position. All information must be completed. You may attach a resume, as long as all requested information is provided.

First time job seekers may leave this section blank.

Employed From / / /	Employer Name	Starting Salary
Employed Until / /	City, Region, Country	Ending Salary
Job Title/Position		Reason for Leaving
Duties & Responsibilities		
Reference Name _____ Designation _____ Contact _____		

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PLEASE ANSWER THE FOLLOWING QUESTIONS :

Question 1: Tell us something about yourself and what makes you the ideal candidate for this Learnership?

Question 2: Why do you want to work in the Marketing sector?

Question 3: Where do you see yourself in five years?

Question 4: Why should I hire you?

Question 5: What field of Marketing would best suit you and why?

Question 6: What hobbies do you enjoy doing in your spare time?

Question 7: Discuss your biggest strengths and weaknesses.

Question 8: What measures have you taken to upgrade your knowledge?

Question 9: What motivates you?

Question 10: What is your greatest failure?

Question 11: Are you able to get by on the monthly stipend salary as advertised?

Question 12: Do you have any questions for us?

Question 13: Are you currently employed or registered/committed to any other learnership / apprenticeship?

Question 14: Are you a South African Citizen?

Question 15: How old are you?

Questions 16: What is your notice period for an Interview?

Question 17: How do you handle stress and pressure?

Question 18: How do you handle failure?

Question 19: Do you work well with other people?

Question 20: What makes you stand out from other applicants?

Question 21: How do you handle success?

Question 22: How did you find out about this vacancy? Ie. Internet Search, Job Portal, Word of mouth?

Question 23: What is your ideal work environment?

GENERAL

Yes No

- May we contact your current / Past employer for references?
- If hired, will you be able to work overtime?
- Will you be able to perform the essential job functions for the position you are applying for with or without reasonable accommodation? (Ask to see job description if one is not provided.)
- Have you ever been convicted of any crime? (Excluding convictions for marijuana related offenses for personal use more than two years old, convictions that have been sealed, expunged or legally eradicated, or misdemeanors for which probation was completed and the case was dismissed by court.) **Note:** A Yes response does not automatically disqualify your application. If Yes, please attach explanation.
- Are you currently out on bail or released on your own recognizance pending trial? If Yes, please attach explanation.

CERTIFICATION & AUTHORIZATION

The above information is true and correct. I understand that the hiring process will be terminated, or in the event of my employment by the Company (Ubusha Recruitment (Pty)Ltd), I shall be subject to dismissal, if any information that I have given in this application, the background release form, in any resume or interview or any part of the hiring process is false or misleading, or if I have failed to give any information herein requested, or if I have withheld relevant information, regardless of the time elapsed after discovery. I authorize the Company to inquire into my educational, professional and past employment history references as needed to research my qualifications for this position. I hereby give my consent to any former employer to provide employment-related information about me to the Company and will hold the Company and my former employer harmless from any claim made on the basis that such information about me was provided or that any employment decision was made on the basis of such information. I also understand that criminal background and credit reports may be conducted in the course of the interview process, and I will be required to give authorization for such reports. By applying for this position you agree to our basic terms and conditions which can be found on our website at www.freerecruit.co.za. I understand that nothing in this employment application, the granting of an interview or my subsequent employment with the Company is intended to create an employment contract between myself and the Company under which my employment could be terminated only for cause. On the contrary I understand and agree that, if hired, my employment will be terminable at will and may be terminated by me or the Company at any time and for any reason. I understand that no person has any authority to enter into any agreement contrary to the foregoing. If employed, I will be required to provide original documents that verify my identity and right to work in South Africa. I hereby acknowledge that I have read and agree to the above statements. I hereby authorize Ubusha Recruitment and duly authorized verification agents, to forward any personal information as well as any information that I have provided in support of my application to verification information suppliers acting on behalf of Ubusha Recruitment (including but not limited to the South African Police Services, the Government of the RSA, and any educational, training, credit bureau and fraud prevention organizations) for the purpose of verifying my personal credentials and records. Authorized credential verification types include, but are not limited to, educational qualifications, professional membership, employment history, employment references, consumer credit, criminal record, drivers' license, and fraud prevention checks. I authorize Ubusha Recruitments verification information suppliers to furnish information regarding my credentials, whether claimed or not, to Ubusha Recruitment.

Signature

Date