

**Position Summary: This position is for marketing intern for MSD Animal Health – Ruminants division.**

MSD Animal Health is a research-driven company that develops, manufactures, and markets a broad range of veterinary medicines and services. We offer one of the industry's most innovative portfolios, spanning products for the prevention, treatment, and control of disease in all major farm and companion animal species. As a marketing intern with a focus on digital marketing content creation, you will have the opportunity to develop your creative skills and gain valuable experience in designing, developing, and delivering engaging content across various digital platforms. Working closely with our marketing team, you will contribute to content creation efforts that align with our brand and marketing objectives, while helping to build brand awareness and engage our target audience.

**Responsibilities:**

1. Collaborate with the marketing team to develop content for various channels, including point-of-sale, social media, website, email marketing, and video content.
2. Create and curate compelling and shareable content that aligns with the brand voice and resonates with the target audience.
3. Develop engaging written content, including blog articles, social media posts, website copy, and email newsletters.
4. Assist in the creation of visual content, including graphics, infographics, illustrations, and videos using various tools and software.
5. Conduct thorough research on industry trends, competitor content, and target audience preferences to inform content development.
6. Engage with Australian agricultural/rural social media content creators to create content for our products.
7. Assist in managing and organising content calendars and scheduling content publication.
8. Monitor and analyse content performance using analytics tools, providing insights and recommendations for improvement.
9. Stay up to date with emerging trends, technologies, and best practices in digital content creation and marketing.

**Requirements:**

1. Currently pursuing a degree in marketing, communications, digital marketing, or a related field.
2. Strong written and verbal communication skills, with a keen eye for detail and ability to produce high-quality content.
3. Familiarity with digital marketing concepts and platforms, including social media, content management systems, and analytics tools.
4. Proficiency in using content creation tools and software, such as graphic design tools (PhotoShop, Canva), video editing software, and content management systems.
5. Ability to work independently, manage multiple projects, and meet deadlines.
6. Basic understanding of branding principles and ability to maintain brand consistency in content creation.
7. Experience with photography, videography, graphic design, or other creative skills is a plus.