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### JOB VACANCY FORM

<table>
<thead>
<tr>
<th>☐ Full-time</th>
<th>☐ Part-time</th>
<th>☐ Summer-Job</th>
<th>X Internship</th>
</tr>
</thead>
</table>

**Job Title:** Online Marketing Intern

**Reference Number:** 170614-3  
Application Deadline: July 15, 2014

### Company Description

**TYPE:** X Local     ☐ Regional     ☐ Multinational

**INDUSTRIAL SECTOR:** Digital Solutions, Technology, Online Marketing

**BRIEF FIRM DESCRIPTION:** This firm creates websites, mobile applications and Facebook applications while retaining the knowledge to conduct social media consultation and website optimization to enhance the digital presence and provide digital solutions for businesses in all industries.

### Job Description

**BRIEF JOB DESCRIPTION:**  
The firm is seeking a passionate highly driven fast starter to join our growing team as an Online Marketing Intern. During your internship, you will assist a firm partner with a wide-array of Online Marketing responsibilities. You will work with our freelancer network which consists of Web Designers, Programmers, Online Marketing Specialists and much more.

This is an exciting opportunity to gain on-the-ground experience in the start-up environment. The successful candidate will help build, optimize and execute social media & digital marketing plans for the firm and its clients.

**Responsibilities include:**  
- Provide support in all aspects of online marketing
- Implement, manage and optimize Social Media advertising campaigns across LinkedIn, Facebook, Twitter, etc. to include – campaign set up, ad text creation and testing, regular reporting.
- Assist PPC activity on ad texts creation and optimization, keyword research, conversion tracking and optimization, performance analysis, landing page analysis and testing
- Develop proposal presentations to demonstrate our competitive edge
- Conduct online marketing research to analyze the status of competition

**JOB LOCATION(S):**
City: Beirut   Country: Lebanon

**DEGREE:**
X Bachelor    □ Master is a plus    □ Doctoral Degree
X Undergraduate Student/ Degree not Necessary    □ Teaching Diploma

**MAJOR/ EMPHASIS:** Business with Marketing Emphasis
**WORK EXPERIENCE:** Junior student or fresh graduate
**SKILLS:**

Languages Skills: X English    X Arabic    □ French    Other:
Computer Skills:
- Experience with all social media platforms
- Google AdWords certification is a plus
Other Skills:
- Excellent writing and editing skills
- Excellent project management and attention to detail
- Familiar with latest technology landscape
- The ability to plan, schedule and prioritize tasks
- Candidate must demonstrate a passion for web marketing
- Enthusiastic & flexible working attitude
- Excellent communication skills
- Excels in a team-oriented environment
- Strong attention to detail and loves working towards clear goals
- Loves making data led decision

**SALARY**
Basic Salary Range: Unpaid internship, benefits included.
Other benefits include:
□ Accommodation □ Health Insurance □ Return Ticket □ Bonus
X Laptop □ Mobile Phone □ Children’s Education X Transportation
□ Lebanese NSSF □ None

**WORKING DAYS:** MONDAY TO FRIDAY

**WORKING HOURS:** 10AM TO 6PM
How to Apply

Interested candidates may send their resume and cover letter by email to: Dr. Maryam Ghandour (mg03@aub.edu.lb) specifying the reference number: 170614-3

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ALL STUDENTS AND AUB GRADUATES SHOULD ATTACH THEIR UPDATED RESUME AND COVER LETTER WITH EVERY JOB APPLICATION; OTHERWISE, YOUR EMAIL WILL BE DISREGARDED.

For further information, please do not hesitate to contact:

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The job vacancies are for AUB students and alumni ONLY.