Introduction to our Trade Mission:

The Trade Development Officer (TDO) is pleased to invite you to be a part of our Commerce Wing as a Marketing Intern in the Consulate General of Pakistan which is a Trade Mission. The Consulate General of Pakistan is being headed by the Consul General / Trade Commissioner (TC) of Pakistan. The Trade Development Officer assists the Trade Commissioner with his local experience / knowledge. In the Consulate, the Consul General / Trade Commissioner and the Trade Development officer work as a team to promote Bilateral Trade between Pakistan and Australia mainly focusing on the Pakistani exports.

We would be excited to have the students / interns with us so that we can all pool in ideas and work together as a team. This is a very exciting role, and as marketing students you will get practical experience. The exposure you will get from working with us will give you an edge over the others when you apply for a professional job as it will give you hands on experience.

At the end of the Internship we will provide you with a Certificate of Participation and a letter of Recommendation. We may also write you a recommendation on Linked In.

Please do not hesitate to contact us if further information be needed on tdo@pakistan.org.au.

As a Marketing Intern at the Consulate General of Pakistan in Sydney, you will be required to do multiple tasks which are mentioned in the Marketing Program below:
## Marketing Internship Program

<table>
<thead>
<tr>
<th>Intern Position Title:</th>
<th>Marketing Assistant (Intern) Unpaid</th>
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</thead>
<tbody>
<tr>
<td>Number of Positions:</td>
<td>2 (University/College Students)</td>
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<tr>
<td>Duration:</td>
<td>4-6 month part time (Each student: 2 days a week – 5 Hrs a day)</td>
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<td>Business Justification:</td>
<td>Marketing interns make up an essential part of the Trade Wing of the Consulate General of Pakistan. They are required to do administrative duties and brainstorm Marketing ideas for the increase of the Pakistani Exports.</td>
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<tr>
<td>Area of Study Preferred:</td>
<td>Marketing</td>
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<tr>
<td>Service Line / Function:</td>
<td>Marketing &amp; Communications / Trade Development</td>
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<tr>
<td>Department/ Competency Name:</td>
<td>School of Business / Marketing</td>
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<tr>
<td>Project Area Description:</td>
<td>Support the Trade / Marketing function in Australia</td>
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### Internal Job Description

Work alongside and under the guidance of the Consul General / Trade Commissioner (TC) and the Trade Development Officer (TDO):

- Carry out research and gather Marketing Intelligence
- Assist the TDO in developing marketing programmes, design marketing strategies and marketing campaigns for the approval of the TC
- Write up commodity reports
- Facilitate the TDO in internal and external event planning, including business meetings for TC & TDO, trade shows, conferences and delegations in Sydney.
- Develop client references / Manage the lists of Potential Exporters / Importers
- Research of current trends and new market opportunities between Australia and Pakistan
- Provide support with marketing events and marketing reporting.
- Deal with administrative tasks, phone and email enquiries related to Trade on a daily basis

### Technical Skills/Knowledge Preferred (please list at least 3 – eg Java, Web, Unix, Excel etc):

Working understanding of Microsoft Office including Word, Excel, Power point and website designing will be a plus.

### Non-Technical Skills/Knowledge Preferred (please list at least 3):

Marketing skills
Good interpersonal and communication skills
Team player with a collaborative style
Business acumen
An enthusiastic worker passionate about Marketing

### Send your application to:

Send your Resume & Cover Letter to: tdo@pakistan.org.au