Job Title: Marketing Intern

We are looking for a Marketing Intern to support our team in promoting our product and build brand awareness in the technology market. This role offers hands-on experience in marketing and market research such as reaching out to System Integrators (SIs), generating leads, and work closely with other teams.

Key Responsibilities -

- Support, plan and execute marketing campaigns to promote IRMA across digital and offline channels.
- Create clear, engaging content (social media posts, blogs, emails, brochures, case studies) that communicates the value of IRMA.
- Build brand awareness through social media and online communities.
- Identify and engage System Integrators as channel partners and prepare SI-focused marketing and partner materials.
- Conduct market and competitor research to identify trends and opportunities.
- Monitor campaign performance and report on key metrics such as reach, engagement, and leads generated.
- Run lead generation activities, and track, qualify, and hand over leads to the business development team.

Requirements -

- Strong written and verbal communication skills.
- Proficient in Microsoft Office and basic design tools (e.g., Canva); experience with LinkedIn or email marketing tools is a plus.
- Detail-oriented, organized, and able to work both independently and in a team.
- Interest in technology / B2B marketing; understanding of the System Integrator channel is a plus.