

Webster Vienna Training Scholarship (WVTS):
Project Proposal: Marketing Assistant

Department:

Semester: Spring 2021 (from January 2021 to May 2021)

Estimated weekly workload in hours: 10 hours

Program Level: Undergraduate or Graduate

Scholarship Amount: equivalent of the tuition of one 3-credit course

Project Title: Marketing Assistant

Project Leader: Nermin Podzic, Senior Marketing and Communications Officer

WVTS Supervisor (if different from Project Leader): Vildana Kurtovic, Head of Marketing and Communications

Project Outputs: (i.e. what will be the final products of this WVTS? Please specify the product of this Project that the student is expected to complete and provide a deadline.)

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
Assisting in research and drafting potential social media posts, such as making photos, writing captions, particularly for Tik-Tok, Instagram and Facebook;	Till the end of the Training Scholarships Spring 2021	33%
Assisting in monitoring social media and google ads performance; advise on improvement and actively engage in improvement implementation; and	Till the end of the Training Scholarships Spring 2021	33%
Assisting in uploading content on webster.ac.at webpage and advising on content uploads.	Till the end of the Training Scholarships Spring 2021	33%

Qualifications needed to accomplish tasks and responsibilities:

- Qualification:
 - Advance knowledge in social media engagement;
 - Basic knowledge in photography; and
 - Basic knowledge in CMS, i.e. website content management
- Soft Skills
 - Attentive to details;
 - Good organizational skills; and
 - Communicative.