

TITLE:	Digital Marketing Intern	REPORTS TO:	Digital Marketing & Ecommerce Manager
INCUMBENT	Vacant	Status	Paid Internship
PREPARED BY:	Digital Marketing Manager	DATE:	August 2019

ABOUT NATURA

Natura has recently launched the US branch of Natura Cosméticos, the #1 cosmetics, fragrance and toiletries company in Brazil. The company's strategy is to create a global and increasingly multichannel presence in international markets. The US branch is currently operating as a startup and is looking to expand its team, strategically position itself in the US market, and drive brand growth.

Learn more about Natura at <https://www.naturabrasil.com/>

Founded in Brazil, Natura also operates in Argentina, Chile, Colombia, France, Mexico, Peru, and the United States. It has a network of 1.7 million consultants, 45 company-owned stores, products in 3,800 pharmacies and a market-leading online platform in Brazil. Natura was the first publicly listed company to become a B Corp, in 2014.

With the acquisition of Aesop and The Body Shop, we now are now part of a group of cosmetics brands with purpose: Natura & Co. This global cosmetics group, comprising of three iconic brands (Natura, The Body Shop and Aesop) is embedded with the mission of nurturing a better way of living and doing business through beauty and relationships. We are present in 73 countries across all continents. We consist of more than 18,000 co-workers committed to generating a positive economic, social and environmental impact.

Learn more: <https://naturaeco.com/>

POSITION & PURPOSE

What You'll Do

- Update the calendar for digital activations on email, paid ads, affiliate, on-site promotion, and communicate with partners for all details and pertinent information for promotions, product launches, site updates, etc.
- Help brief creative needs for all necessary assets for email, digital paid ads (awareness, prospecting, remarketing), landing pages, and on-site placements

- Review, provide and traffic creative and ads for launch
- Support on-site updates and work with dev agency to coordinate the launch of new web products as well as resolve site bugs
- Help coordinate the placement booking process with affiliate channel
- Review and provide feedback on ad copy recommendations for search (organic and paid)
- Support weekly, monthly, and ad hoc reporting for channel performance
- Monitor competitive activity on acquisition channels and provide competitive analyses
- Ad hoc analytics projects & programs

You Are

- Interested in marketing, digital marketing, marketing analytics, and digital products
- Detail-oriented and extremely well-organized
- Highly analytical and data-driven – enjoys numbers and not afraid to dive into the numbers
- Eager to take initiative and have a positive can-do attitude with a ‘no job is too small’ mindset
- Excited and willing to learn
- Flexible in a quick-changing digital environment

You Have

- Strong time management skills – the ability to prioritize, handle multiple tasks concurrently
- Ability to work independently while also being a strong team player
- Excellent written and verbal communication skills
- Strong knowledge of Excel, particularly formatting and formulas, with full knowledge of remaining Microsoft Office Suite (Word, PowerPoint, etc.)
- Experience with Google Analytics, SEM Rush, Moz, Paid Social and Paid Search Ads Manager Platforms, Shopify, ESPs and other outbound platforms (SMS, messenger, web notifications)
- Strong technical knowledge including cloud Mkt stacks & web technologies. Tech-savvy and resourceful when facing technical difficulties
- Basic knowledge of HTML, CSS, javascript, and scripts preferred
- Knowledge of other functional areas such as UX/UI and web design
- Prior internship experience within digital marketing and/or digital products

We Have

- A standout brand and multiple product lines across bath & body care, face care, fragrances, mom and baby care, and hair care
- A longstanding commitment to social and ecological initiatives
- Learning & Development
- Fast-paced, but fun, warm environment

Responsibilities can be subject to change based on the needs of the business.

To apply, please send us your resumé with a cover letter to priscianetramontini@natura.net.