

White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localization services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Seven years White Globe is already servicing more than 750 clients across the globe including more than 50 Fortune 500 Companies. Right from its inception, White Globe has won several Industry leading accolades like "The Company of the Year 2019", Best in Translation and Localization-India, Corporate Excellence Award, UK. "The Most Admired Language Service Provider in India, CEO of the Year 2019 etc. White Globe services are backed by advanced technology and an innovative knowledge Centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills

At White Globe, we are seeking an eager, motivated management trainee to join our growing organization. In this position, you will be given the unique opportunity to gain the knowledge and experience required for promotion to management positions under direction of experienced personnel. Comprehensive training will include duties in several departments such as sales, pre sales, product management and new initiatives. The ideal candidate will be open to learning new things, not afraid to take chances, and interested in learning every aspect of running this company.

Please visit: www.whiteglobe.co.in

LinkedIn Profile: <https://www.linkedin.com/company/whiteglobegroupofcompanies/>

Available in Eleven Languages

POSITION DESCRIPTION SUMMARY

Function: Sales and Marketing

Location: Mumbai

Position Title: Marketing Intern

Reporting To: Marketing Head/ Director

I) Position Summary

Please refer to the job description below

In the language services industry, a marketing intern's responsibilities may include:

- **Content Creation:** Develop and curate content related to language services, such as blog posts, social media content, and newsletters.
- **Market Research:** Analyse the language services market, identify trends, and assess competitors to contribute insights for strategy development.
- **Social Media Management:** Assist in managing social media accounts, engaging with the audience, and promoting language services.
- **SEO Support:** Learn and contribute to optimizing content for search engines to increase the visibility of language services.
- **Collaboration on Campaigns:** Support the planning and execution of marketing campaigns to promote translation services, interpreting, or language training.
- **Client Case Studies:** Assist in creating case studies showcasing successful language service projects, highlighting client satisfaction and outcomes.
- **Event Coordination:** Participate in or help organize events relevant to the language services industry, such as webinars or conferences.
- **Email Marketing:** Contribute to the creation and execution of email marketing campaigns to reach potential clients and maintain relationships with existing ones.
- **Analytics:** Use tools to track and analyze the performance of marketing efforts, providing data-driven insights for improvement.
- **Multilingual Communication:** If applicable, assist in creating content and strategies for marketing in multiple languages, understanding the diverse linguistic needs of clients.
- **Adaptability and cultural sensitivity** are crucial in the language services industry, so be attentive to the nuances of communication across different languages and cultures.