

TN Form Details	
TN ID	TN-In-CA-TO-2010-1269
Raised By	TN Manager, Email: mtsao.aiesec@gmail.com
Organisation Name	Perle Systems Limited
Name	McDaniel, Julie
Organisational Position	Vice President Marketing
Committee	AIESEC TORONTO, CANADA
Status	Available
Exchange Type	Technical Traineeship
TN Link	http://myaiesec.net/exchange/viewtn.do?tnid=100033419
Internship Description	
Internship Title	Web Administrator
TN Fee	US \$0
Internship Focus	No Particular LN IG
Field of work	Information Technology,Marketing
Working Hours	9:0 TO 17:0 With a total of 40 hours per week Saturday work None
Payment	Salary in US \$653
Payment Rate	Weekly
Department in which the Intern will be working	Marketing

Job/Task Description 1	Technical and content management, monitoring and building of Perle's 6 active international web sites (English, Spanish, French, German, Italian, Japanese)
Job/Task Description 2	Work with Perle's French, German, Italian, Japanese and Spanish speakers to improve navigation and user interaction of existing sites based on site analysis and management feedback
Job/Task Description 3	Manage SQL database and external vendor(s) as required
Job/Task Description 4	Monitor all interactive on-line forms and intervene as necessary
Job/Task Description 5	Creating web pages using Dreamweaver and other web development tools
Job/Task Description 6	Apply Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tactics to create awareness and generate leads
Details of the working details	<ol style="list-style-type: none"> 1. Personal Workspace provided 2. Computer provided 3. Internet Access provided
Measurable results expected from the intern	Increase in the number of web leads derived from web sites.
Key learning points that the intern might obtain during the internship	Expertise in Adobe Dreamweaver and SEO/ SEM tactics.
Preparation required from the intern before arrival	Familiarity with Perle's existing web sites. Familiarity with Search Engine

	Optimization and Search Engine Marketing tactics.
Additional information which a potential candidate may require for the internship	Familiarity with Dreamweaver web development software
Organisational Preferences	
Internship Earliest Start Date	11.03.2010 (Preferred)
Internship Latest End Date	11.11.2011 (Preferred)
Minimum Duration	77 Weeks (Preferred)
Maximum Duration	78 Weeks (Preferred)
Degree	Bachelor (Required)
Backgrounds	
Information technology	Software Development and Programming (Required) Web development and management (Required) Database management (Required)
Marketing	Advertising + Public Relations (Preferred) International Marketing (Preferred) Introductory Marketing (Preferred)
Skills	
Computer	Mac User skills (Preferred) PC user skills (Preferred) Internet Users skills (Required)
Databases	Microsoft SQL Server (Preferred) Microsoft Access (Preferred)
Graphics	Photoshop (Preferred)

Professional Skills	Marketing / Selling skills (Preferred)
Programming skills	XML (Preferred) Perl/CGI-bin (Preferred) ASP (Preferred) HTML (Required) SQL (Preferred)
Languages	
Excellent	English (Required) French (Preferred) German (Preferred) Italian (Preferred) Spanish (Preferred)
Regions	
Required/Preferred	Required
Geographical Region	World
Sub Region	
Language Zone	