

Sailing School Malta



Internship Program

Program available all year



Intern Selection Criteria

We are looking for self-motivated and creative talent, interested in sailing, yachting or tourism sector, with interest in gaining hand-on experience in digital marketing and sailing.

- Minimum stay: 3 months, over 3 months would be a plus
- English level: B1 or above
- Working hours: flexible, 30 hours a week
- Compensation: RYA Sailing courses, total market value of 3,000 euro.
- Accommodation in Malta: on agreement
- Preferred background: business, marketing, graphic design, video filming
- Location: Malta, working on the sailing yacht and home office.

*Sailing School Malta is committed to the principle of equality of opportunity and aims to ensure that all present and potential participants, members, instructors, coaches, competitors, officials, volunteers and employees, interns are treated fairly and on an equal basis, irrespective of sex, age, disability, race, religion or belief, sexual orientation, pregnancy and maternity, marriage and civil partnership, gender reassignment or social status.

You will get trained to become a day skipper

Objective: Get trained to understand sailing and driving powerboat. These are the sailing courses we provide you during your internship, **taught by native English instructors**:

1. [RYA Start Yachting](#)
2. [RYA Competent Crew](#)
3. [RYA Day Skipper Theory](#)
4. [RYA Day Skipper Practical](#)
5. [RYA Marine Radio VHF](#)
6. [RYA Powerboat Handling Course](#)
7. [Transport Malta Nautical Licence](#)



Note: Intern is invited to join the courses if there is available places, and will **obtain world recognized RYA certificates** upon completion of the courses. **This is deemed as a compensation for the intern. The total course package value is of more than 3000 euro.**

Task 1 - Onboard Assistance

Objective: to get familiar with the daily activities and operation of sailing school and arrangement of sailing courses.

- Help the sailing instructor on receiving clients, on maintaining the training yacht in good condition, prepare the cabins for students who accommodate onboard;
- Assist instructor in teaching and training during the courses;
- To take photos and videos during courses for marketing and educational use;
- Other logistics assistance when necessary.

Task 2 - Digital Marketing



Objective: Using digital marketing tools to bring more web traffic and course booking.

- Take the [Complete Digital Marketing Course](#) on Udemy;
- Make keywords pitching plan based on Google Analytics and Google Ads analysis;
- Come up with a list of keywords that can bring more visit and traffic to our website;
- Check other sailing schools instagram accounts, learn and take reference from them;
- Create content with different design tools (e.g. [Canva](#)), manage [SSM's Instagram](#) and [FB accounts](#): to gain more followers and click-through/traffic to the school website;
- Prepare the monthly newsletter using [MailChimp](#) based on the templates;
- Create educational video on Youtube and Instagram;
- Evaluate marketing effectiveness by Google Analytics.



Task 3 - Business Development

Objective: improve school image and exposure, drive more sales and growth to school.

- Market research and assistance on growing yacht charter / sailing experience business;
- Assist school manager in the preparation of marketing material & collaboration with local language school clients;
- Assist school manager in the preparation of marketing material & proposal for local corporate clients (e.g. corporate team building course/activity targeting local iGaming companies and other companies);
- Prepare marketing material & proposal for clients in public sector (UoM, JobPlus);
- Look for growth opportunities locally and internationally;
- Search and collect potential clients and collaborators contact.



Contact us:

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