

Company Letterhead (if applicable)

**Academic Internship Coordinator**  
Auckland Institute of Studies  
28A Linwood Avenue, Mount Albert, Auckland 1025

**Subject: Internship Opportunity for Wadumpuli Achchige Dona Dhanushika Piyumini at Harcourts Greenlane (Patras & Co Real Estate)**

Dear Sir/Madam,

I am pleased to offer an internship opportunity for Wadumpuli Achchige Dona Dhanushika Piyumini at Harcourts Greenlane (Patras & Co Real Estate) as a **Marketing Assistant internship** at 586 Great South Road, Greenlane, Auckland 1051. Below are the internship details:

**Company Name & Address:**

Harcourts Greenlane (Patras & Co Real Estate)  
586 Great South Road, Greenlane, Auckland  
1051

**Supervisor Detail:**

Supervisor Name: Samantha Chaudhry  
Supervisor Position: Head of Sales  
Supervisor Phone: +64220330340  
Email: [samantha.chaudhry@harcourts.co.nz](mailto:samantha.chaudhry@harcourts.co.nz)

**Internship Period:**

- **Start Date:** Monday, 19<sup>th</sup> January 2026
- **End Date:** Friday, 17<sup>th</sup> March 2026
- **Duration:** 8 weeks (240 hours)
- **Working Hours:** 30 hours per week
- **Schedule:** Monday to Friday, 8:00 AM - 14:00 PM (6 hours per day excluding the lunch break)

**Internship Details:**

- **Student Name & Job Title:** Wadumpuli Achchige Dona Dhanushika Piyumini , Marketing internship

**Job Responsibilities:**

1. Assist in Analysing Customer Requirements & Market Forces
  - Research local property market trends, buyer behavior, and competitive real estate brands.
  - Evaluate factors that affect Harcourts' competitive advantage, including digital trends, pricing shifts, and emerging market changes.
  - Prepare basic reports diagnosing brand performance issues or opportunities.

## **2. Support Development of Brand and Marketing Strategies**

- Assist in planning and executing marketing activities to enhance Harcourts' brand identity.
- Contribute ideas for improving brand positioning, customer engagement, and property promotion strategies.
- Participate in developing marketing content for listings, campaigns, open homes, and social media platforms.

## **3. Create and Contribute to Marketing Plans**

- Assist in drafting components of marketing plans for property listings and community engagement activities.
- Help prepare marketing reports that evaluate performance using digital metrics (reach, engagement, lead conversions).
- Provide recommendations for optimizing campaign outcomes.

## **4. Conduct Market Research on Global and Digital Trends**

- Research digital real estate marketing techniques used locally and internationally.
- Analyse the use of emerging technologies (virtual tours, AI tools, analytics dashboards) and evaluate their potential for Harcourts.
- Prepare summaries comparing global marketing practices with current Harcourts strategies.

## **5. Assist With Digital Marketing Execution**

- Support management of social media accounts (Facebook, Instagram, LinkedIn).
- Help create promotional materials: images, captions, videos, and property marketing content.
- Assist in website updates, email newsletters, and online advertising activities.

## **6. Participate in Project Management & Team Tasks**

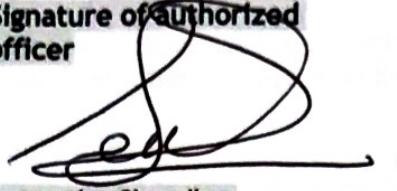
- Work with agents, marketing coordinators, and office teams to support marketing projects.
- Attend team meetings, record notes, and assist in coordinating marketing tasks.
- Support promotional events, open homes, photography sessions, and community outreach activities.

This internship will provide Wadumpull Achchige Dona Dhanushika Piyumini with hands-on experience in Marketing. Our team is committed to offering guidance and mentorship to support his professional growth.

Please feel free to reach out if you require further details.

Best regards,

Signature of authorized  
officer



Samantha Chaudhry

Head of Sales,

Harcourts Greenlane (Patras & Co Real Estate)

586, Gt South Road  
Greenlane

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