
Location: Shanghai, China

Objective: We are looking for an enthusiastic marketing intern to join our marketing department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies. As a marketing intern, you will collaborate with our marketing and advertising team in all stages of marketing campaigns. Your insightful contribution will help develop, expand, and maintain our marketing channels. Therefore, a precise and tangible understanding of stakeholders including clients, target clients, products, materials, procedures and techniques, supplier base and public relations is developed and maintained. It aims to have a precise knowledge of the market situation and to provide strategic information to the company's management. This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast-paced work environment.

Department: **Marketing and Sales**

Reporting Line: **Marketing and Sales Director, Managing Director, CEO**

Responsibilities:

- Follow and enhance the company's strategy including its Vision and Mission
- Contribute to, develop, integrate, and execute the company's marketing activities
- Support the marketing team in daily administrative tasks and activities, and undertake all necessary steps to fulfill these activities
- Liaising and networking with a range of stakeholders including colleagues, customers, suppliers, and partner organizations
- Assist in marketing and advertising promotional activities (e.g., social media, direct mail, and web)
- Managing the creation, production, and distribution of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters, etc.
- Manage and update customer and target client databases as well as customer relationship management systems (CRM)
- Help organize marketing events
- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on products, materials, clients, target customers, suppliers, and competitors
- Devising and presenting ideas and strategies
- General administration tasks assigned by superior

Requirements:

- Current enrollment or just finished Bachelor or Master's degree in Marketing, Business or Sales related Studies
- Passion for the marketing industry and its best practices
- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g., CRM tools, Online analytics, and Google AdWords)
- Able to work under pressure and multi-tasking ability
- Strong relationship building and analytical skills
- Eye for details, self-motivated, managing own time and workload
- Creative and flexible solution provider
- Strong presentational skills
- Highly organized, straightforward minded, and comfortable working in a Team
- Committed and able to take initiative
- Excellent verbal and written communication skills in English
- Mandarin and other Asian or European languages are a plus

Salary Package:

- Competitive allowance provided
- Job opportunity based on performance