

Marketing & PR Intern - Job Description

From January 2019 on in Hanoi

Job brief

We are seeking an enthusiastic, creative and dependable marketing intern to join our marketing team in our Hanoi office and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies as well as expanding our marketing channels.

As a marketing intern, you will collaborate with our marketing and PR team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels (classical and digital).

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.

Responsibilities

- Collect quantitative and qualitative data from marketing campaigns
- Help publish our publications
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing materials
- Develop new social media campaigns, considering current and planned promotional activities

Requirements

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills (in Vietnamese, German and English)
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. Online analytics and Google Adwords)
- Passion for the marketing industry and its best practices

Application

If this is the challenge you are looking for, please apply with your cover letter and your resume via email (trang.daothu@vietnam.ahk.de).