



Content Marketing & Communications Intern (6 months full-time)

We are seeking a passionate and highly motivated Content Marketing & Communications Intern to join our Global Member Communications team. This is an exciting opportunity to gain hands-on experience while creating and optimizing engaging content across campaigns in multiple channels. In this role, you will work closely and independently with internal stakeholders (such as Store teams, Merchandising teams, Marketing teams and Experience Design Team) as well as external agencies. Your primary goal will be to drive engagement through creative and data-driven content strategies.

You will have the exciting opportunity to blend your creativity with technology in a unique team culture that fosters creative autonomy with a data-driven mindset.

What you'll be doing?

Content Planning & Campaign Support

- Act as channel content guardian and collaborate with internal teams to align, process, and optimize content in all cross-channel campaigns, including EDM, SMS, App & WeChat Mini Program, and WeChat Official Account
- Assist in developing, reviewing, and implementing compelling campaign messaging and copywriting across touchpoints ensuring consistency with campaign message house and adherence to channel best practices.
- Support to oversee agency activities on assigned campaigns, conduct quality assurance on communication previews and ensure timely execution.

Market Research & Guideline Maintenance

- Regularly monitor and compile competitor benchmark reports across channels to inform communication and capability enhancements.
- Assist in developing and maintaining global guidelines, planning, operations, and reporting documentations under Line Manager direction, and support as go-to person for standard procedural enquiries to uphold global guidelines

Content Reporting & Analysis

- Support to ideate and implement A/B test cases on creative assets and content to drive content strategy, with the opportunity to work with Data Science team leveraging AI technologies
- Compile content-specific performance reports with actionable insights to adopt as Global Guidelines to Local teams



Ideal Candidate

- Bachelor's degree in Business, Marketing, Communications, or related discipline
- Relevant marketing experience within retail industry or agency (CRM experience is a plus)
- Excellent written and presentation skills in English and Mandarin Chinese
- Ambitious with strong coordination skills with the ability to work independently, collaborate effectively, and meet deadlines
- Highly motivated team player with excellent interpersonal, communication, and problem-solving skills
- Sharp numerical sense and PowerPoint deck creation skills are a strong plus