

Innovation Business Marketing Intern

Job Description

- Assist in the promotions and marketing for Innovation and New Business function and related products/services, including but not limited to our Private 5G (P5G), Internet of Things (IoT) and Artificial Intelligence (AI) solutions
- Support the planning and management of innovation related events or promotional campaigns to our enterprise customers and innovation partners
- Assist in the management of the company website updates, enhancement and creation of digital assets
- Utilise CRM and other digital marketing tools to create eDMs, landing pages and marketing campaigns
- Perform research for campaign target, customer profiles and market landscape
- Assist day-to-day marketing operations and other duties as assigned

Requirements

- Good communications and English language skills
- Detail-oriented and experienced with MS excel
- Confident and enjoy meeting customers
- Students in all disciplines are welcome

Department (Reporting Line)

- Marketing (Marketing Director)

Note

- This is a position of part-time internship programme of 6 months, working for at least 3 days per week