The Asian Trade Centre is seeking a **Marketing and Business Development Intern** to join our team in Singapore. Interns will have the opportunity to support and develop marketing and business development efforts for the Asian Trade Centre (ATC) and the Asia MSME Trade Coalition Academy (AMTC Academy). The AMTC Academy is a regional platform committed to committed to fostering the growth, resilience and innovation of Micro Small and Medium Sized Enterprises (MSMEs) across the Asia Pacific.

In this internship program you will have the opportunity to work closely with the Directors of the ATC and AMTC Academy in the development their marketing and content strategies, the management of social media and member data bases and the pricing, position and value proposition of their services and products.

Throughout the internship, Business Development & Marketing Interns will:

- Update manage and design marketing materials for social media.
- Update and manage our MSME member database.
- Assist in the development of outreach content and templates for AMTC Academy initiatives and products.
- Assist virtual event planning and management efforts.
- Plan and conduct market research on MSMEs and related stakeholders throughout the ASIA Pacific Region.
- Turn raw data and market research into meaningful digital marketing reports and insights.
- Assist in the development of AMTC Academy customer and partner database.
- Assist in the development of market and content strategies for AMTC Academy products, partnerships and services. Assignments will include: (i) the development of the pricing and positioning of AMTC Academy products and services based on market and customer insights; and (ii) developing and establishing the value proposition of AMTC products, services and partnerships in the market.
- Create and maintain tracking reports of marketing efforts to make recommendations for improvement to management.

Candidates must be enrolled or have completed a bachelor’s or graduate degree program in marketing, communications, media management, business or business administration or be able to demonstrate relevant experience in any of those areas. We are looking for someone who is a team player, driven, passionate about addressing the needs of MSMEs across the region and ready to make a real impact on AMTC Academy’s marketing efforts, branding and products. We are looking for candidates who have:

- Exceptional writing skills
- Ability to work on a team and independently and manage their time.
- Creative and innovative attitude.
- Self-starter.
- Strong interpersonal and communication skills.
- Previous work experience.
- Able to commit full time for at least 12 weeks or part time for at least 26 months 2 - 3 days a week.
- Excellent knowledge of MS Office and Social Media (LinkedIn, Google, Facebook etc.)
- Analytical skills and previous experience with digital marketing and market research would be a plus.
- Languages: English is required. Mandarin or Bahasa would be a plus.

This internship is open to both Singapore and Internationally based candidates, who may telecommute for a portion or the entirety of their internship.

Please send your CV/resume along with a Cover Letter to sebastian@asiantradecentre.org, with the subject heading "[Application] Marketing and Business Development Internship"
Marketing and Business Development Internship

In your cover letter please specify: proposed starting and end dates, part-time/full-time, Singapore/Internationally based.

ATC will review and accept and review candidates on a rolling basis for the rest of 2020.

The Asian Trade Centre (ATC) is the premier regional thought leader, advocate and educator for trade in the Asia Pacific region and serves as the resource for trade-related activities in Asia. We are trade policy and supply chain subject matter experts uniquely positioned to meet the trade related needs of businesses—small and large—and governments—regional and foreign—operating across the region.

Our expertise includes:

- Research analysis that incorporates qualitative and quantitative geo-strategic, economic and political analysis of the region;
- Sensible knowledge and input to multilateral organisations and government officials grappling with crafting modern trade agendas for the future;
- Capacity building for key personnel from MNCs and MSMEs trading in the region and trade officials;
- Strategic and creative thinking to navigate the political, economic and commercial complexities of Asia-Pacific markets and regional institutions;
- Supply chain assessment and redesign to establish sourcing and distribution set ups that optimize existing FTA benefits and mitigate trade barriers.

The AMTC Academy is a regional organization committed to fostering the growth, resilience and innovation of Micro Small and Medium Sized Enterprises (MSMEs) across the Asia Pacific.

The academy leverages a large and diversified regional network of experts, service providers and MSMEs from across the region to develop MSME centered practical and vocational content and training, foster MSME networks and cross collaboration and increase MSME access to key digital, logistics and financial services.

AMTC Academy provides its members with access to a growing ecosystem of content, capacity building opportunities, service providers and like-minded MSMEs that can equip them with the knowledge and skills to harness the opportunities from a rapidly changing regional business, digital and trade environments.