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). The ATC is the premier regional thought leader, advocate and educator for trade in Asia. ATC works directly with governments from around the world, companies think tanks, foundations, non-governmental organizations, aid agencies and serves as the resource for trade-related activities in Asia.

In this internship program you will have the opportunity to work closely with the Marketing and Associate Directors of the ATC 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, Marketing & Business Development & Interns will:

- Update manage and design marketing materials for social media;
- Update and manage ATC’s public and private sector stakeholder member database;
- Actively contribute to the design, management and implementation of ATC’s social media calendar;
- Assist in the development of outreach content and templates;
- Assist event and webinar planning and management efforts;
- Plan and conduct market research and social listening on trade policy and trade advisory products throughout the Asia Pacific Region;
- Turn raw data and market research into meaningful digital marketing reports and insights;
- Assist in the development of ATC’s customer and partner database;
- Assist in the development of market and content strategies for ATC products, services and associated entities. Assignments will include: (i) the development of the pricing and positioning of ATC products and services based on market and customer insights; and (ii) developing and establishing the value proposition of ATC products and services in the market; and
- Create and maintain tracking reports of marketing and social media 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 marketing and ready to make a real impact on ATC’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;
- Have a broad understanding and interest in trade, international business and international policies;
- Creative and innovative attitude;
- Self-starter;
- Strong interpersonal and communication skills;
- Previous work experience:.
- Able to commit full time for at least 12 weeks on a full-time basis;
- Excellent knowledge of MS Office and Social Media (LinkedIn, Google, 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;
Marketing and Business Development 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"

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 and a writing sample to sebastian@asiantradecentre.org, with the subject heading "[Application] Research Analyst 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. However, the Deadline for Application to our Summer Analyst Internship Program (May – July) is February, 29 2021.

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.

Website at http://www.asiantradecentre.org