
JOB DESCRIPTION

Position	Marketing Associate / Intern
Department	Sales and Marketing
Reporting To	Vice President, Marketing and Business Development
Subordinate(s)	--
Shift(s)	--

Sales and Marketing is the lifeblood of the Company. The team comprises of passionate go-getters, the team continuously strives to ensure that clients, the right audience are marketing conditioned, solutions remain relevant and competitive, all with the aim of driving a strong revenue stream. If you have the desire to excel in a dynamic and challenging environment, you may very well be who we are looking for. Work with great minds, creativity and ingenuity.

DUTIES & RESPONSIBILITIES

1. Champion the development and driving of digital marketing campaigns end-to-end
2. Produce relevant quality marketing collaterals for the Sales and Marketing team
3. Drive content marketing initiatives over both online and offline mediums
4. Support in the upkeep of current and new marketing assets, i.e. Company website, existing collaterals
5. Partake in any other projects as assigned

LEARNING OUTCOMES & OBJECTIVES

1. Develop a general understanding of digital and content marketing
2. Develop familiarity with the A.I. Technology sector and its players from a marketing perspective
3. Leveraging on your understanding of digital and content marketing, as well as that of the A.I. Technology sector, support the Sales and Marketing team in digital and content marketing initiatives, developing sufficient competencies to ultimately drive such campaigns end-to-end, with an aim of producing tangible outcome

ARCHETYPES OF THE SUCCESSFUL CANDIDATE

1. A tertiary education undergraduate / graduate in Business, Marketing and/or related fields

2. Self-starter with strong interest in a startup ecosystem
3. Possesses sound knowledge and interest in technology
4. Commands strong linguistic skills in both spoken and written English
5. This is a three-month traineeship position (preferably full-time)