

MARKETING INTERN

Number of positions: 2

Internship duration: 3 months

Employment type: Full-time internship

Career opportunity: Potential conversion to a full-time Marketing Executive position based on internship performance

About the Role

Bestarion is looking for proactive and creative Marketing Interns who are interested in building a long-term career in marketing.

You will gain hands-on experience by supporting the company's marketing activities, with a primary focus on **social media and marketing materials**. You will also assist the team with website SEO content, research and analysis, email marketing, and other marketing initiatives.

Throughout the internship, you will receive guidance and feedback to help you gradually improve your ability to manage tasks independently, take ownership of your work, and develop toward a "Full-stack Marketing Executive" role.

Key Responsibilities

1. Social Media

- Create and publish LinkedIn content based on the content plan and brand guidelines, including copywriting and visual design using Canva.
- Develop marketing materials such as eBooks, whitepapers, case studies, and other marketing assets.
- Research industry trends, news, and competitor content; support video scripting, filming, and editing when required.

2. SEO Content

- Support SEO activities such as researching keyword, search intent, and competitors.
- Assist in preparing content briefs, outlines, and content recommendations based on assigned topics.
- Optimize on-page SEO for blogs following guidelines.

3. On-demand Marketing Support

- Write content and support the setup of email marketing campaigns when required.
- Research and build prospect lists for outreach activities.
- Support other marketing activities based on the team's priorities.

Requirements

- Ability to work full-time
- Final-year student or recent graduate in Marketing or related fields.
- Good English skills (TOEIC 700, IELTS 6.0 or similar)
- Practical experience with Canva to create social media designs.
- Practical research skills to find, evaluate, and summarize relevant information.
- Familiarity with ChatGPT or other AI tools for work
- Have basic knowledge about SEO and content marketing
- Proactive, communicative, detail-oriented, responsible, receptive to feedback, and able to manage multiple tasks while meeting deadlines.
- Interest in technology, software, AI, IT outsourcing, and B2B marketing. (mindset)

Preferred Qualifications

- Having practical experience in Marketing, including but not limited to social media, SEO and email marketing, is a plus
- Experience managing content for a student club, fan page, LinkedIn page, personal project, freelance project, or university organization.
- Familiarity with ChatGPT or other AI tools for work
- Ability to film and edit video

Portfolio

Candidates are encouraged to submit examples of work if have.

Commercial or professional experience is not required. We are primarily interested in your visual thinking, attention to detail, communication skills, learning potential, and overall approach to creating marketing outputs.

What You Will Gain

- Internship allowance and other benefits in accordance with company policy.

- Hands-on experience with real marketing activities and deliverables.
- Guidance and feedback from experienced team members.
- Opportunities to try multiple tasks in Marketing
- Opportunities to improve task management, ownership, quality control, and cross-functional collaboration.
- The opportunity to be considered for a full-time Marketing Executive position based on your performance

Internship Evaluation Criteria

Your internship performance will be assessed based on:

- Progress and learning ability throughout the internship.
- Quality of content and design outputs.
- Ability to understand, receive, and apply feedback.
- Proactiveness, accountability, and reliability.
- Research and information-synthesis skills.
- Attention to detail and consistency in final outputs.
- Effective and responsible use of AI tools.
- Ability to meet deadlines and coordinate with team members.