



ASIAN TRADE CENTRE

Marketing Assistant Intern

The Asian Trade Centre is seeking a **Marketing Assistant Intern** to join our team in Singapore. Interns will have the opportunity to support and develop marketing efforts for the Asia MSME Trade Coalition (AMTC), a platform bringing together more than 1200 MSMEs drawn from across the Asia-Pacific region to build their capacity to trade and export, build networks with like minded companies and create a better cross-border trading environment for smaller firms.

In this internship program you will have the opportunity to work closely with the Director of AMTC in organizing events, updating and managing AMTC's social media and member database, increasing AMTC's reach and membership and developing content and digital marketing strategies.

Throughout the internship, Marketing Assistant 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.
- Assist event planning and management efforts.
- Plan and conduct market research on MSMEs throughout the ASIA Pacific Region.
- Turn raw data and market research into meaningful digital marketing reports and insights.

Candidates must have completed or be enrolled in a degree program in marketing, communications, media management, business or business administration or be able to demonstrate relevant experience and/or interest in any of those areas.

We are looking for candidates who have:

- Good writing skills
- Ability to work on a team and independently and manage their time.
- Creative and innovative attitude.
- Strong interpersonal and communication skills.
- Relevant experience or a keen interest on start-ups.
- Languages: English is required. Mandarin or Bahasa would be a plus.

Please send your CV/resume along with a cover letter to sebastian@asiantradecentre.org, with the subject heading "[Application] Marketing Assistant".

The **Asian Trade Centre (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. ATC is also the Secretariat for the Asia Business Trade Association (ABTA). ATC tasks include:

- Increasing capacities and knowledge of government and business leaders through training, workshops and seminars;
- Building bridges between government and business to foster the growth of trade in the region;
- Leading world-class research projects; and
- Conducting outreach to the media, business, NGOs and the interested public on trade issues.

The **Asia MSME Trade Coalition (AMTC)** represents the largest voice of MSMEs (Micro, Small and Medium Enterprises) from across the Asia Pacific region. AMTC is a Council of the Asia Business Trade Association (ABTA), the premier business association dedicated to the promotion of regional trade in cooperation with governments and companies. AMTC tasks include:

- Helping our members build their capacity to trade and export using best practice tools in a curated ecosystem;
- Training for business growth through understanding international trade rules and policies in the region;
- Building networks with like-minded companies; and
- Engaging in regional meetings and workshops with governments and larger multinational companies to improve



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the business and policy environment in Asia for the community.

The **Asia Business Trade Association (ABTA)** serves as the premier business association dedicated to the promotion of regional trade issues in cooperation with governments. The Association represents companies based in Asia to support improved cross-border trade and regulatory policies.

The ABTA is a resource for both governments and business community, acting as an advocate and thought-leader on key cross-cutting trade issues. ABTA brings together different sectors and firms of different sizes with governments to develop better trade and business environments for Asia.

ABTA has three broad pillars of work: Next Generation Trade, Trade Agreements (such as TPP11 or CPTPP and RCEP), and Encouraging Smaller Businesses. Each pillar includes working committees designed and run by ABTA members.

Websites at <http://www.asiantradecentre.org>, <http://tradecoalition.org/> and <http://www.asiabusiness.trade>.