

Marketing Executive (Graduate Internship)

If you are keen to build your skills in Marketing and be able to add value to the company, this is the role for you. **ODE Consulting**[®] operates in a fast paced and dynamic business environment. You will plan, develop and implement an integrated marketing solution for the business. We are looking for an energised and pro-active individual to join our team.

The role is to support the company in the following areas:-

- a) Develop and implement action plans to increase customer base, volume and market presence
- b) Build on good customer relationship to secure brand and customer loyalty
- c) Set annual marketing goals and objectives to ensure future growth
- d) Build the company brand in the market place

Duration

3 to 5 months with the possibility of conversion to a contract job after the graduate internship.

Key Duties & Responsibilities

Campaigns & Events

- Develop and propose an integrated marketing plan (with associated budgets) based on the Annual Targets set across all lines of business
- Develop and manage end-to-end marketing campaigns (including Digital marketing)
- Develop, execute and manage social media strategy
- Plan, organize and execute consistent quality marketing events
- Propose and contribute towards participation and entry submission for relevant awards

Content/ Collaterals

- Develop consistent quality multi-format marketing collaterals and effective sales kits to support the Sales Department
- Develop and use videos effectively in marketing communications
- Explore different marketing channels to build and enhance branding and awareness
- Maintain corporate templates and presentation decks
- Maintain and manage the company websites
- Write and proofread copy for all marketing campaigns
- Liaise with designers and printers and organising photo shoots
- Arrange for the effective printing and distribution of marketing materials
- Leverage Digital Media marketing channels where appropriate for B2B or situations where a B2C programme is conducted
- Perform call-outs and follow-up on referrals and forward leads to appropriate Sales Managers

Data, Database & Leads

- Evaluate Return on Investment for marketing activities and ensure conversion rate from marketing effort to leads and qualify leads
- Manage the leads generation process and ensure leads target is met (Monthly report on leads conversion rate)
- Provide support on monitoring of leads conversion rate from qualified leads to new sales
- Monitor competitor activity
- Follow up on enquiries and schedule meetings on potential collaborations for Culture in the Workplace (CW)
- Follow up on Hofstede CWQ (Culture in the Workplace Questionnaire) trial completion leads
- Maintain and update customer databases (CW & ODE)

Partner/Associate/Stakeholder Management

- Attend and contribute ideas in client/ partner meetings working with the Sales Manager
- Source and pursue potential partnership opportunities (ODE & CW)
- Liaise and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations
- Manage end-to-end Hofstede CWQ Certification process, and enquires from Associates and Partners (CW)
- Oversee reaccreditation process for existing Hofstede CWQ associates (CW)
- Work with Certification Body and Master Certifiers on certification schedules
- Plan and schedule annual Partner dialogues and conferences (CW)

**During peak periods, there is also the possibility of being involved in events and associated logistics as and when required of the team.*

The candidate should possess

- A degree or masters degree in business (a major in Sales & Marketing is preferred).
- Bilingual Skills, in English and preferably Mandarin

The candidate should possess or be keen to hone or develop the following skills:-

- Analytical skills
 - Ability to design aesthetically pleasing marketing or sales collateral
 - Good project management skills
 - Negotiation Skills
 - Communications – Business Writing
 - Planning and Organisation
 - Digital Media Marketing
 - Ability to generate customer buy-in.
 - Self-driven, a team player and meticulous
 - Commercial awareness
 - Self-motivated, takes initiative
 - Excellent time management,
 - Decision-making
 - Good Interpersonal Skills
 - Creativity
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