

Marketing & Business Development Internship – Shanghai

We are currently looking for a **Marketing & Business Development Intern** who can make a valuable contribution to our team in Shanghai by supporting the promotion and commercial development of our three business units.

The position combines marketing, lead generation, client relationship management, and business development activities, with a particular focus on expanding participation in the Institute for China Studies (ICS) executive education programs, including Masterclasses, Certificate Courses, Diploma Programs, and customized corporate training solutions.

The intern will work closely with the management team to strengthen our market presence, develop new business opportunities, and support the growth of our executive education portfolio.

Responsibilities

Business Development

- Identify and research prospective individual and corporate clients for ICS executive education programs.
- Support the promotion and sales of ICS Masterclasses, Certificate Courses, Diploma Programs, and customized corporate training programs.
- Assist with lead generation through LinkedIn, professional networks, industry associations, and business databases.
- Maintain and update the CRM system with prospective clients and sales activities.
- Support follow-up communications with prospective participants and corporate clients.
- Assist in preparing commercial proposals, presentations, and promotional materials.
- Support partnership development with universities, business associations, chambers of commerce, and corporate organizations.
- Participate in networking events, conferences, and webinars to identify new business opportunities.
- Conduct market research on competitors, pricing, executive education trends, and potential client segments.

Marketing

- Develop and create marketing content for websites, newsletters, and social media channels.
- Support the planning and execution of integrated marketing campaigns.
- Assist in promoting events, webinars, and executive education programs.
- Create engaging written, visual, and video content highlighting research, educational programs, and company activities.
- Maintain content calendars across various communication channels.
- Monitor marketing campaign performance and prepare reports on key metrics.

- Conduct research on digital marketing trends, executive education developments, and best practices.

Communications & Public Relations

- Support the implementation of communication and public relations activities.
- Assist with media outreach and the preparation of press releases and promotional materials.
- Build and maintain relationships with clients, partners, and other stakeholders.
- Support event organization and promotional activities.

Required Skills

- Strong interest in international business, executive education, China, and business development.
- Excellent written and verbal communication skills in English.
- Commercial mindset with an interest in sales, client acquisition, and relationship management.
- Strong organizational and project management skills.
- Ability to conduct market research and competitor analysis.
- Familiarity with digital marketing and social media platforms, including LinkedIn, WeChat, Facebook, Instagram, BlueSky, and TikTok.
- Ability to create professional written content and marketing materials.
- Analytical skills with the ability to interpret marketing and sales performance data.
- Self-motivated, proactive, and eager to learn.
- Comfortable working both independently and within an international team.

Preferred Skills

- Experience with CRM systems (preferably Zoho CRM).
- Familiarity with the Zoho suite, including Zoho Mail, WorkDrive, Campaigns, and Social.
- Knowledge of Elementor or WordPress website management.
- Basic graphic design experience (Canva, Adobe Creative Suite, or similar).
- Experience with video editing and digital content production.
- Experience organizing events, webinars, or professional networking activities.
- Knowledge of China's business environment or international business is an advantage.

What You Will Learn

During the internship you will gain practical experience in:

- Business development and B2B sales.
- Executive education marketing.
- Client relationship management.
- CRM and sales pipeline management.
- Digital marketing and content creation.
- Market research and competitive intelligence.
- Event management and professional networking.

- Working in an international consulting and research environment focused on China.

Internship Term

The internship is offered for an initial period of **six months**, with the possibility of extension based on performance and company requirements.

Working Days

The intern will work **five days per week**. During the internship there will be opportunities to combine practical work experience with university assignments where appropriate.

Internship Allowance

To be discussed.

About Us

Aegis Consulting Group consists of three complementary business units that together provide research, executive education, and professional advisory services related to China.

- **China Insights** is an independent research, intelligence, and advisory platform focused on the developments shaping China's political economy, industrial policy, regulatory environment, and evolving business landscape. www.china-insights.org
- **The Institute for China Studies** is an independent executive education and professional development institute dedicated to enhancing understanding of China's evolving business environment. www.china-studies.org
- **AMC China** is a professional services firm with offices in Shanghai and Hong Kong, supporting international businesses navigate the challenges and complexities of China's fast-changing business landscape. www.aegisgroup.org

The Marketing & Business Development Intern will contribute to the growth and promotion of all three business units, with a particular focus on expanding the reach and commercial success of the Institute for China Studies' executive education programs.

Contact

Send your CV and cover letter in English to Richard van Ostende (rvo@aegisgroup.org).