

Marketing & Social Media – Shanghai

We are currently looking for a **Marketing & Social Media Intern**, who can make a valuable addition to our team in Shanghai.

We are looking for a creative, proactive, and digitally savvy Marketing & Social Media Intern to join our team in Shanghai. This internship offers a unique opportunity to gain hands-on experience in digital marketing, social media management, content creation, and public relations within an international organization focused on China.

Working across our three business units, China Insights, the Institute for China Studies, and AMC China, you will contribute to promoting research, executive education, and professional advisory services through engaging content, integrated marketing campaigns, and digital communications.

The position is ideal for students seeking practical experience in marketing, communications, and social media while developing valuable skills in an international business environment.

The Social Media Intern & PR helps

- Manage and create content for our social media presence, supporting the overall social media strategy. This includes creating content, planning and scheduling posts, monitoring channels, responding to comments, and tracking analytics.
- Supporting company's PR strategy and executing it in different phases, communicating and building relationships with current or prospect clients at networking events and creating and curating engaging content.

Responsibilities

- **Content Creation:** Drafting and creating engaging content, including text, images, and videos for various social media platforms.
- **Scheduling and Posting:** Planning and scheduling content for different platforms, ensuring consistent and timely updates.
- **Monitoring and Engagement:** Tracking trending topics, monitoring brand mentions, and responding to comments and messages in a timely manner.
- **Analytics and Reporting:** Tracking social media metrics, analyzing performance, and reporting on key insights.
- **Campaign Support:** Assisting with the planning and execution of social media campaigns to increase brand awareness and engagement.
- **Content Calendar Maintenance:** Contributing to and updating content calendars to ensure a well-planned social media strategy.
- **Research and Trend Analysis:** Staying up to date on current social media trends and best practices.

Required Skills

- **Understanding of Social Media Platforms:** Familiarity with popular platforms like LinkedIn, WeChat, Facebook, Instagram, BlueSky, and TikTok.
- **Content Creation Skills:** Ability to write engaging captions, create visuals, and understand content formats for different platforms.
- **Communication Skills:** Excellent written and verbal communication skills, with the ability to interact professionally with followers and other stakeholders.
- **Analytical Skills:** Ability to track and analyze social media performance metrics.
- **Organizational Skills:** Ability to manage multiple tasks, prioritize deadlines, and maintain a consistent content schedule.
- **Problem-Solving Skills:** Ability to identify and resolve issues related to social media performance or content.
- **Basic Design Skills:** Familiarity with design tools or the ability to create basic graphics.
- **Adaptability and Willingness to Learn:** A desire to learn and adapt to new social media trends and tools.

Optional Skills

- **Zoho:** Familiarity with the Zoho suite, including Zoho Mail, WorkDrive, Campaigns, and Social.
- **WordPress:** Knowledge of Elementor or WordPress website management.
- **Video Editing Skills:** Ability to edit video content for social media.
- **Photography Skills:** Ability to take and edit high-quality photos for social media.

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

Aegis Consulting Group

- **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 & Social Media Intern will contribute to the growth and promotion of all three business units.

Contact

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