



Expand Your
Career

Internship - Business Development & Marketing

For this internship, you will be working in Hong Kong or Shanghai for a global law firm in an increasingly complex and interconnected marketplace.

About the Company:

The company is the world's largest law firm, offering clients more services in more locations than any other legal services provider. The company offers you an unmatched presence across the globe with experienced lawyers in more than 145 locations serving 60+ countries.

Job Description:

This role provides support to the company's Asia Pacific offices (Hong Kong, Beijing, Shanghai and Singapore) in the implementation of all marketing and business development activities.

Responsibilities:

- Client research
- Updating regional calendar
- Preparing activity reports
- Produce actions lists and meeting minutes
- Obtain information from colleagues in other regions
- Market and competitor research
- Edit PowerPoint presentations
- With supervision, prepare first draft responses to pitches
- Update deal lists and tombstones
- Support client facing initiatives such as events, seminars, client workshops and roundtables. Liaise with the central team for desk top publishing, CRM (InterAction 5.5), web and events support.
- Assist with the drafting of newsletters, alerts, brochures, directory/award submissions and other external communications materials.
- Update the Asia Pacific intranet page (Global Portal) to share critical marketing and BD information across the region and the firm.

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Required Experience, Skills and Attributes:

Technical Experience and Skills

- Experience in marketing or PR would be an advantage.
- Knowledge of the Asia Pacific markets and Hong Kong/the PRC in particular.
- PC literate with a good working knowledge of MS Office, e.g. Word, Excel, PowerPoint and Outlook.
- InterAction CRM experience beneficial, but not essential.

Personal Skills / Attributes

- Excellent written and verbal communication skills.
- Able to interact positively at all levels within the firm and a good team player.
- Able to demonstrate excellent client/customer facing skills, with a good understanding of general business needs. Strong focus on accuracy and quality.
- Able to work to tight deadlines and multitask.
- Able to be an ambassador for the company, being professional in outlook, attitude and appearance.
- Good sense of humor.

To Apply:

Check our website www.route2china.ch and send your Resume to min.wang@route2china.ch

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Internship – Brand Strategy Intern

About the Company:

The company is the leading China based brand consultancy working with international brands to succeed in China and to guide them to their development abroad. The company believes in the power of Brands innovations. The company offers a full range of services & consumer research, brand strategy, naming and visual identity design to innovate brands.

Job Description:

To this role, you will be working in Shanghai.

The company is looking for a smart and open-minded Brand Strategy Intern. He will learn how to develop and maintain a successful brand by rooting the management of the brand in facts, data, information and understandings.

The intern will assist the projects and be encouraged to contribute with their own innovative ideas. With the appropriate nurture and reward system, you will be more confident about your career.

Responsibilities include:

Project operation:

- Assist with strategy projects, such as brand positioning, brand architecture, and relevant qualitative and quantitative research.
- Perform and implement given analysis independently ensuring the accuracy of data.

Conduct desktop research and summarize key findings into a brief report including: industry overview, consumer trends review, competitor/benchmark, audit, etc.

- Work with team to understand clients need and assist the preparation of reports. Coordinate with other departments for cross department projects. (The responsibilities list is non-exhaustive)

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Requested Competencies

General

- Result and Customer oriented.
- Strong sense of accountability and responsibility with integrity and trust.
- Ability to progress autonomously and strong learning ability.
- Collaborative sense
- Cross cultural sensitivity, with proficiency in English as well Mandarin.

Strategy Specific

- Bachelor degree or above, major in marketing management, Brand Strategy, Brand Building or related fields is a plus.
- Quality acumen with attention to details
- Systematic thinking with capacity for abstraction
- Good ability of solution driven

Benefits of Intern

Through a combination of active mentorship and granting increased responsibilities in various aspects of the work, the company will encourage you to change things together and be the pioneer together. This role offers continuous challenges at work, and never forget to nurture and reward. You can grow your career in the ways you want: a specialist in a key business area or a generalist across disciplines.

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Internship – Corporate Branding Intern

About the Company:

The company is the leading China based brand consultancy working with international brands to succeed in China and to guide them to their development abroad. The company believes in the power of Brands innovations. The company offers a full range of services & consumer research, brand strategy, naming and visual identity design to innovate brands.

Job Description:

To this role, you will be working in Shanghai.

The company is looking for a bright and responsible corporate branding intern. You will assist to develop and strengthen the own company's brand to be more powerful and successful. You will assist to keep track of the brand's image, explore brands activities to promote it, share the knowledge and insights on different platforms online and offline and help maintain public relationship with correspondents, media and related associations.

Responsibilities include:

Project operation:

- Assist the research, writing and editing of articles including company blog, reports and publications.
- Assist to organize project flow and assure project of execution.
- Maintain public relations, correspondence, media inquiries and special events.

Assist to monitor corporate brand image and marketing activities, online and offline to maximize the quality and quantity of incoming requests.

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Requested Competencies

General

- Result and Customer oriented.
- Strong sense of accountability and responsibility with integrity and trust.
- Ability to progress autonomously and strong learning ability.
- Collaborative sense
- Cross cultural sensitivity, with proficiency in English as well Mandarin.

Corporate Branding Specific

- Undergraduate students, major in public relations, marketing management or related fields is a plus.
- Quality acumen with attention to details
- Brand thinking with capacity for abstraction

Benefits of Intern

Through a combination of active mentorship and granting increased responsibilities in various aspects of the work, the company will encourage you to change things together and be the pioneer together. This role offers continuous challenges at work, and never forget to nurture and reward. You can grow your career in the ways you want: a specialist in a key business area or a generalist across disciplines.

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Internship – Market Research Project Assistant (Intern)

About the Company:

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Job Description:

To this role, you will be working in Shanghai.

The company is looking for a self-motivated, responsible and organized Project Assistant Intern to assist and develop full scale project plans and ensure the smooth operation of Market Research Projects.

Responsibilities include:

Project operation:

- Ensure the planning, management, coordination and staff Scheduling of a project.
- Effectively communicate with team members and coordinator in a timely and clear fashion.
- Project execution and arrangement

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Requested Competencies

General

- Undergraduate students, major in marketing, sociology or humanities related field is a plus.
- Cross cultural sensitivity, with proficiency in English as well Mandarin
- Result and Customer oriented.
- Quality acumen with attention to details
- Ability to progress autonomously and strong learning ability.

Benefits of Intern

Through a combination of active mentorship and granting increased responsibilities in various aspects of the work, the company will encourage you to change things together and be the pioneer together. This role offers continuous challenges at work, and never forget to nurture and reward. You can grow your career in the ways you want: a specialist in a key business area or a generalist across disciplines.

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Internship – Editorial Assistant

For this internship, you will be working in Shanghai.

About the Company:

The firm publishes business intelligence through its subsidiary, which produces publications and client projects focused on Asia, particularly for the ASEAN, China, India and Vietnam markets. The firm manages a highly successful internship program for students and young professionals from across the world

Job description:

- Helping to compose briefs and articles for publication
- Copy editing books, magazines, articles and other items for our various brands.
- Research and update regional business information and statistics
- Keep abreast of the latest regulatory issues affecting China, and also keep up to speed on the current economic and political landscape throughout emerging Asia

Qualifications and skills:

- Background in media/communication studies (English, journalism, communications) or business (economics, finance) is preferred
 - Proven research and writing ability, copy editing experience
 - Able to multi-task and work independently under deadline
 - General understanding of business, knowledge of China and emerging Asia essential
- Interest in China's legal, business and investment environment
- Interest in other Asian markets
 - Fluent English a must
 - Legal background a plus
 - Native or fluent Chinese (Mandarin) a distinct advantage

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The advantages of working for us:

- Hectic but friendly and nourishing working environment where one's ambitions and potential can grow and develop
- Career advancement potential open to all levels
- Possibilities to relocate to different offices around China and Asia
- Being part of a successful and well-known media brand

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