INTERNSHIP OPPORTUNITY

Marketing Internship

Type of Vacancy : Internship

Preferred education level (s) : Degree

Preferred Major (s) : Business

INFINITY8

Organization details :

Company	: INFINITY8 Corporate Services Sdn Bhd
Website	: www.infinity8.com.my
Address	: Level 27 & 28, MVS North Tower, Mid Valley Southkey, 1, Persiaran Southkey 1, Southkey, 80150 Johor Bahru, Johor

Job Responsibility :

1. Assist in the planning and implementation of digital marketing campaigns across social media, email, and website.
2. Develop content for various channels including Facebook, Instagram, TikTok, LinkedIn, and XiaoHongShu (Rednote).
3. Support the creation and management of Mandarin-language content, particularly for XiaoHongShu (Rednote) and Mandarin-speaking audiences.
4. Support short-form video production and content editing (e.g., Reels, Stories).
5. Help maintain the content calendar and assist with post scheduling.
6. Assist with event coordination, webinars, and internal initiatives.
7. Conduct market research on industry trends, competitor activities, and audience behaviour.
8. Support campaign reporting and performance tracking (reach, engagement, etc.).
9. Update and maintain marketing collateral and internal documentation.

Job Requirements and Qualifications :

1. Currently pursuing a degree in Marketing, Communications, Business, or a related field
2. Strong interest in marketing, branding, and content development.
3. Collaborative, positive, and eager to learn in a fast-paced team.
4. Solid written and verbal communication skills, capable of crafting clear and engaging messages.
5. Fluent in Mandarin (written and spoken) to support Mandarin-language content and XiaoHongShu platform management.
6. Basic knowledge of content tools like Canva, CapCut, or Adobe Creative Suite is a plus.
7. Curious and open-minded; eager to explore new platforms, trends, and tools.
8. Comfortable working with data and making sense of campaign results.
9. Good communication skills and ability to take feedback positively.
10. Excellent time management and attention to detail

Benefits : -

Person-in-charge :

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