



# B2B MARKETING INTERN

**Location:** Ho Chi Minh City, Vietnam

**Team:** Marketing

**Report to:** B2B Marketing & Partnerships Director

We are looking for a dynamic marketing intern who is passionate about using words to paint your ideas, connect people to build partnerships, drive growth and build marketing ecosystems.

Join ELSA now and maximize your talents to make a real impact!

## 1. What Do You Do?

- Assist direct supervisor based on requests to continue to establish ELSA B2B brand positioning and marketing strategies through ongoing branding deliverables, B2B events/ webinars and demand generation (inbound and outbound)
- Assist and monitor based on supervisor's direction on ELSA B2B online presence including (but not limited to) LinkedIn, Facebook (Page and Communities), Youtube, email marketing, B2B website and SEO efforts (keyword, image optimization etc.)
- Draft copies for B2B content marketing initiatives, marketing collaterals for B2B based on supervisor's directions (i.e taglines, emails, messages, scripts, blog posts, social posts etc.)
- Coordinate with partners, media, influencers, affiliates, relevant communities following supervisor's guidance
- Report performance of all campaign against goals/ KPIs
- Perform other relevant tasks assigned by direct supervisor to achieve desired results of the department

## 2. What Do You Need?

- College student studying Marketing, English, Communications, Public Relations, or related fields.
- Good communication and writing skills in both Vietnamese and English