

## Intern, Marketing (Creative)

Near Jurong East MRT Station

### Responsibilities:

- Conceptualize and produce creative assets for the website, social media channels, and marketing collaterals based on requirements.
- Handle digital initiatives, such as create an appealing website and landing page layouts, digital banners, updating website and more.
- Ensure website aesthetics are aligned with corporate branding, usability, accessibility, and web standards.
- Plan and execute electronic direct mail (EDM) marketing campaigns.
- Assist in digital marketing campaigns, including website content creation, SEO/SEM, and social media marketing for promotional activities.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments.
- Assist in testing and building IT system capability.
- The ideal candidate will have a strong passion for digital marketing, an eye for design, and good project management skills.
- Ensure marketing strategies, plans and processes are executed in an efficient and timely manner in accordance with established operational guidelines and to meet retail requirements.
- Work closely with third party vendors and collaborate with partners to drive marketing and promotional activities.



**Requirements:**

- Currently pursuing a Diploma or Degree in Visual Communications, Design, Marketing or equivalent.
- Possess good service attitude, able to work well with colleagues.
- Strong passion for design, an eye for design, organized, detail oriented and deadline sensitive.
- Familiarity with web concepts and technologies such as Adobe software, Flash, webpage design, SEO, SEM, and analytics is an added advantage.

**Others:**

- 5-day work week.

**Interested applicants, please forward your detailed resume including your last drawn salary, expected salary and date of availability to:**

[HR.SG@pacificlight.com.sg](mailto:HR.SG@pacificlight.com.sg)

**Please indicate the position that you are applying on the subject.**

**(All applications will be treated in strictest confidence. We regret that only shortlisted candidates will be notified)**

By submitting your personal data and/or resume to PacificLight (“us”) or to [HR.SG@pacificlight.com.sg](mailto:HR.SG@pacificlight.com.sg), you shall be deemed to have given consent to us collecting, using, and disclosing your personal data for the purpose of assessing your job application. Information collected may also be disclosed to PacificLight Group of Companies (“PacificLight”) which includes PacificLight Power Pte. Ltd and PacificLight Energy Pte. Ltd. for this purpose. Please read our privacy policy [here](#).

