



Business Development & Marketing Internship

About Affinity Sports & Education:

Affinity is Asia's leading provider of student-athletes and sports placement consulting services. We aim to provide young athletes with worldwide access to reputable sports and education opportunities at the highest level. We partner with university coaches, national sports associations and strive to develop young athletes into well-rounded individuals in order to become leaders of tomorrow.

Job Description:

The Affinity Business Development & Marketing Intern will work with the world's top student-athletes, university coaches and national sports associations to provide services. You will have the unique opportunity to create long-lasting relationship with our top partners. You cultivate these existing partnerships to make sure they can take full advantage of Affinity's ever-growing services. You possess strong relationship building skills and are apt to see win-win opportunities with partners in order to best represent our student-athletes, locals schools and sports programs. In this role, you support the determination of positioning, branding, events planning, social media and external communications, which help shape the voice of our services and help it grow a loyal client base.

Responsibilities:

Client Relations Management Support

- Provide a wide range of support to launch our new webinar and education development event series including market research.
- Research and analyze competitors' marketing and sales materials.
- Create an external customer database. Research potential marketing and networking opportunities.

Web Marketing Support

- Research and identify opportunities for new landing pages, SEO keywords, etc.
- Create and edit videos for online promotions.
- Manage Google Adwords and modify website to optimize Adwords impact.
- Provide support to social media efforts to target new audiences.

Marketing Content Development

- Assist with content creation and special events to promote company and increase attendance.
- Interviews with staff and possibly external partners. Flag notable stories for follow up, track patterns and through-lines, and creatively present stories for internal and external sharing.



- Work with marketing manager to create processes to share stories with external and internal audiences.
- Support the development of our website and social media outlets with materials for external story sharing.
- Create marketing collateral materials such as brochures, signage, newsletters, email campaigns, online promotions, etc.

Other Responsibilities

- Support the team in daily administrative tasks.
- Assist in ad-hoc tasks assigned by management as and when required.

Requirements:

- Has an intelligent, driven mindset to initiate and execute assignments within deadlines.
- Competed in professional or amateur level sports.
- Passionate for the field of sports, education, relationship building, and understanding people with a high degree of professional conduct as the position may involve client interactions.
- Strong written and verbal communication skills in both English and Chinese (Cantonese and Putonghua).
- Possess strong research and analytical skills.
- Video production and editing skills are highly preferred.
- Strong administrative skills with the ability to multi-task and prioritize tasks.
- Strong design sense, understanding of the role in branding and other basic marketing principles.
- Familiar with the modern social landscape. Knowledge of Google Adwords is highly beneficial.
- Possess a great sense of humor with high adaptability skills.

Compensation:

- This position is an unpaid internship with meal compensation.
- Free round trip shuttle bus service will be provided at designated times to/from the Cyberport office: Mei Foo, Tai Wai, Kowloon Tong, Olympic, Han Hau, Yau Tong, Sheung Wan, and Sai Wan.
- Free gym membership at Cyberport.

Application Method:

Interested parties please send your cover letter and resume together with date of availability to mysuccess@affinityed.com for consideration.