

## Dearin & Associates - International Marketing Intern (China)

Dearin & Associates is an international business consulting company that helps established companies to access opportunities and capital in fast-growing international markets. We specialize in international markets including China. We help Australian companies enter China and Chinese companies enter the Australian market. We also provide corporate advisory services to Australian and Chinese based companies and are known for our high quality, independent advice. Our services include international market entry, strategic business connections and cross-cultural consulting and training.

### The Position

Dearin & Associates is currently seeking an International Marketing Intern fluent in Mandarin for our Sydney office. The intern will be given the opportunity to work across China-related projects and marketing activities, including the company website, social media, webinars, email marketing campaigns, videos and workshops. It is expected that the intern has a high proficiency in Mandarin and English, and will have the capability to translate marketing content as well as having a good understanding of marketing concepts and digital platforms, however training will be provided on the specific applications used.

### Responsibilities:

#### 1. Develop Marketing and Communications Content

- Translate marketing and project content from English to Mandarin
- Research and write marketing content for Dearin & Associates' website and company newsletter on topics relating to business in China
- Draft social media updates across a range of different channels including Facebook, LinkedIn, Twitter and Google+
- Contribute to the company's content marketing calendar
- Format photos, images, videos and other digital marketing collateral

#### 2. Technology

- Update the company's CRM system
- Write social media and website content in Mandarin
- Manage webinars using Google Hangouts
- Draft and format data-driven HTML marketing campaigns in Mandarin

**3. Business Correspondence**

- Liaise with a range of business and government stakeholders
- Draft business correspondence to Dearin & Associates' stakeholders, including emails and formal letters

**4. Event Support**

- Event support and administration for cross-cultural workshops and events
- Attendance at Chinese events to liaise with guests
- Manage guestlists and other event data

**Skills and Qualifications:**

- Fluent in both Mandarin and English
- Experience living and/or working in China
- Very high level of written communication skills in Mandarin and English
- Strong desktop research skills
- Currently studying or a recent graduate in the field of marketing, communications, information systems, business or a related field  
*Both undergraduate and postgraduate students are welcome to apply. Undergraduate students must be in at least their third year of study.*
- High level of attention to detail
- Understanding of social media and digital marketing platforms and concepts
- Ability and willingness to learn and adapt to new technologies, particularly cloud-based collaboration and productivity applications.

**Professional Development:**

An internship with Dearin & Associates provides many professional development opportunities, including:

- Opportunity to work in a growing startup consulting company with a dynamic young team
- Opportunity to work across a range of exciting, internationally-focussed projects
- Opportunities to attend industry events and network with business and government leaders
- Increased knowledge of and practical experience in international business
- Practical experience in marketing and communications
- Enhanced business communication skills
- Experience liaising with a range of business and government stakeholders, both domestically and overseas
- Opportunity to progress to a paid role on completion of internship, subject to performance and projects available

**Duration:**

Twelve weeks.

**Required Hours:**

The successful candidate needs to be available for a minimum of two working days per week, from 9.00am – 5.00pm. One of those days needs to be a Wednesday, with the additional days depending on their study schedule and the availability of office space.

**Reimbursement:**

This is an unpaid internship and does not constitute an employment relationship with Dearin & Associates.

However, the successful candidate will be reimbursed for the cost of their transportation and meals to the value of \$20 per day.

**Location:**

The internship will primarily take place at Dearin & Associates' Sydney office in Greenwich.

In addition, there may be opportunities to attend industry events elsewhere within Sydney. Dearin & Associates will cover the intern's transport and entry costs in these instances.

**Application Procedure**

Please submit the following documents to apply for this position:

- Cover letter
- Resume
- Writing sample of approximately 1000 words on a business topic related to China

**Contact:**

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