



<b>Host Employer:</b>	Cathay Pacific Airways Ltd
<b>Internship Position:</b>	Business Development and Marketing Intern
<b>Industry</b>	Shipping/Aviation/Transport/Logistics
<b>Department:</b>	Sales and Marketing
<b>Duration:</b>	8 weeks
<b>Internship Location:</b>	Singapore
<b>Job Code:</b>	A1037
<b>Company Website:</b>	<a href="https://www.cathaypacific.com/">https://www.cathaypacific.com/</a>

---

Cathay Pacific Airways Limited, more widely known as Cathay Pacific, is the largest carrier of Hong Kong with its head office and main hub located at Hong Kong International Airport

### **Related Disciplines**

**FB, BBA, FH**

### **Key Duties and Responsibilities**

Key Responsibilities:

1. Assist the team with the commercial analysis, implementation and performance management of the market or region, to optimise the Corporate, Agency and digital sales programmes.
2. Conduct marketing research to benchmark competitors' activities (researching on competitors latest fares, promotions, route network, marketing campaigns, frequent flyer programme).
3. Support marketing and PR campaigns and activities through ideation, copywriting, content creation, collateral development and event management.
4. Designing of marketing collaterals for the Singapore sales team (latest fare promotion, agency campaign, festive greetings for agents / clients, corporate newsletter) and creating social media posts.

### **Essential Attributes:**

1. Good written and verbal communication skills in English with ability to articulate ideas clearly.
2. Mature, independent and task-oriented
3. Analytical mindset for interpreting data and making informed recommendations.
4. Strong interpersonal skills to build relationship with team members and external partners.

### **Language Requirements**

English (Spoken and Written)

### **Working Days and Working Hours**

Mon-Fri 9am-5pm