



Host Employer:	Sunnystep PTE. LTD.
Internship Position:	Sales and Marketing Intern
Industry	Retail/ Trading
Department:	Marketing
Duration:	12 weeks
Internship Location:	Singapore
Job Code:	A1041
Company Website:	www.mysunnystep.com

Sunnystep, founded in 2019, has a clear mission: to empower people to move freely and happily, starting with the most comfortable and stylish walking shoes. As a science-led footwear company, Sunnystep combines science, sustainability, and style to minimize stress on the body and maximize comfort from heel to toe.

With 12 stores across Singapore and 2 in Malaysia, along with a strong and well-rounded e-commerce presence, Sunnystep offers premium comfort and everyday versatility at an accessible price. Our goal is to bring joy to people on the move, wherever they are.

Job Summary

We are looking for a highly organized and detail-oriented Sales and Marketing Intern to join our fast growing team. The ideal candidate will be responsible for supporting the marketing team in executing and managing marketing campaigns and initiatives for a consumer footwear brand. This role involves coordinating marketing activities, assisting with campaign development, analyzing market data, and contributing to brand promotion efforts. The intern will play a key role in implementing strategies to drive brand awareness, engagement, and sales.

Related Disciplines

FB, MM

Key Duties and Responsibilities

Key Responsibilities:

1. Campaign Support and Execution:

- Assist in the planning, execution, and monitoring of marketing campaigns across various channels, including digital, social media, print, and events.
- Coordinate with internal teams and external agencies to ensure timely and effective implementation of marketing initiatives.
- Help manage campaign assets, including creative materials, promotional content, and marketing collateral.

2. Market Research and Analysis:

- Conduct market research to gather insights on consumer behavior, market trends, and competitive landscape.
- Analyze market data and report on campaign performance, customer feedback, and sales metrics.
- Provide recommendations based on research findings to support marketing strategy and decision-making.

3. Content Creation and Management:

- Assist in creating and managing content for marketing materials, including social media posts, website updates, email newsletters, and promotional materials.
- Ensure content is consistent with brand messaging, tone, and visual identity.

- Proofread and edit content to maintain high quality and accuracy.
4. Digital Marketing and Social Media:
- Support digital marketing efforts, including SEO, PPC, email marketing, and social media management.
 - Monitor and manage social media channels, including scheduling posts, engaging with followers, and tracking performance metrics.
 - Assist with the development of digital advertising campaigns and track their effectiveness.
5. Event Coordination and Execution:
- Assist in organizing and executing marketing events, product launches, and promotional activities.
 - Coordinate event logistics, including venue arrangements, guest lists, and promotional materials.
 - Help manage event budgets and evaluate the success of events through attendee feedback and performance metrics.
6. Brand and Product Promotion:
- Support the execution of brand promotion strategies to enhance visibility and engagement.
 - Assist with product positioning and promotional activities to drive sales and brand loyalty.
 - Collaborate with the design team to create visually appealing marketing materials and product presentations.
7. Administrative Support:
- Provide administrative support to the marketing team, including scheduling meetings, managing budgets, and maintaining marketing records.
 - Assist with reporting and documentation related to marketing activities and campaigns.
 - Handle day-to-day tasks and coordinate with other departments as needed.

Job Requirements:

Essential Attributes:

1. Basic understanding of marketing principles, digital marketing, and social media platforms.
2. Strong organizational skills with the ability to manage multiple tasks and deadlines effectively.
3. Excellent written and verbal communication skills, with attention to detail and accuracy.
4. Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with marketing software (e.g., Google Analytics, social media management tools).
5. Creative thinking and problem-solving abilities.

Desirable Attributes:

- Experience with content management systems (CMS) and email marketing platforms.
- Knowledge of graphic design tools (e.g., Adobe Creative Suite) is a plus.
- Experience with event planning and coordination.

Language Requirements

English

Working Days and Working Hours

5 days per week, 8 hours per day

Benefits provided, if applicable

\$1000SGD per month