



Host Employer:	Asian Integrated Medical Sdn Bhd
Internship Position:	Intern (Marketing)
Industry	Elderly Care Product and Services Importer, Wholesaler and Distributor
Department:	Marketing
Duration:	Between early May to end Aug (minimum 10 weeks internship)
Internship Location:	Selangor, Malaysia
Job Code:	A100
Company Website:	www.iElder.asia

iElder is a pioneering organization specializing in eldercare products, assistive technologies, and home care solutions, focused on empowering seniors and caregivers for a better quality of life.

Job Summary

As a Marketing Intern at iElder, you will gain hands-on experience in developing and executing marketing strategies for the eldercare sector. You'll collaborate closely with our marketing team to promote products, raise awareness about eldercare issues, and drive engagement across multiple platforms.

Related Disciplines

FB, FH

Key Duties and Responsibilities

- A. Content Creation:
 - Assist in creating engaging and informative content for social media, blogs, email campaigns, and promotional materials.
 - Help develop visuals and videos to enhance marketing campaigns.
- B. Social Media Management:
 - Schedule and monitor posts on platforms such as Facebook, Instagram, and LinkedIn.
 - Analyse social media performance metrics and suggest improvements.
- C. Market Research:
 - Research eldercare trends, competitor strategies, and customer needs.
 - Provide insights to refine marketing campaigns and product positioning.
- D. Campaign Support:
 - Assist in planning, executing, and evaluating marketing campaigns.
 - Support the coordination of events, webinars, and online workshops.
- E. Data Analysis:
 - Track and report on key marketing performance indicators (KPIs).
 - Compile analytics and assist in preparing presentations for marketing reviews.

Job Requirements***Essential Attributes:***

1. Currently pursuing a degree/diploma in Marketing, Communications, Business, or a related field.
2. Strong written and verbal communication skills.
3. Creative mindset with a flair for storytelling and design.
4. Proficiency in social media platforms, Canva, or other design tools is a plus.
5. Analytical skills and attention to detail.
6. Passion for eldercare and making a difference in the community.

Desirable Attributes:

N/A

Language Requirements

English, Mandarin

Working Days and Working Hours

5 days a week, 10am to 7pm

Benefits provided, if applicable

honorarium RM500 to Rm1000 per month