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<b>Employer:</b>	British Chamber of Commerce South China
<b>Internship Position:</b>	Marketing & Communications Intern
<b>Duration:</b>	June – August 2025 (8 weeks)
<b>Placement Location:</b>	Guangdong - Guangzhou
<b>Mode of Internship<sup>^</sup>:</b>	Physical
<b>Job Code:</b>	GBA001

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#### About the Employer:

- The British Chamber of Commerce in China is a membership organisation for British business focused on boosting UK-China trade and investment. They operate as an independent, not-for-profit organisation with a strong and diverse membership.
- With over four decades' worth of business experience in China, they provide advocacy, intelligence, and a strong community for our members, helping their business grow in one of the world's fastest growing markets.

[The British Chamber of Commerce Guangdong](#)

#### Job Descriptions:

Marketing & Communications Planning and Delivery (60%):

- Lead social media content creation and execute digital marketing campaigns across platforms (WeChat, LinkedIn, Weibo, email, Instagram) to drive event attendance and enhance the BritCham brand.
- Support marketing and branding initiatives, includes editing vlogs and podcasts, producing newsletters, and creating the festival videos.
- Assist in the design of marketing materials, such as event flyers, website and WeChat layouts, brochures, sponsorship packages, and on-site promotional materials.
- Develop and implement Marketing and Branding Plans.
- Manage media partner outreach and relationship building.
- Review emerging technologies and digital trends to ensure Consulate/Embassy communications leverage new developments and stay relevant to the target audience.

Event Planning and Execution (25%):

- Assist in designing event programs and coordinating online speaker testing sessions.
- Support the Events Manager with the execution of both offline and online events.
- Prepare event reports and media releases.

Membership Management (15%):

- Conduct research on UK companies in South China (Guangdong, Guangxi, Fujian, Hainan, Hunan and Jiangxi).
- Assist the membership team with tasks, including outreach to potential members, data entry, and analysis.
- Support the team when required.

**Job Requirements:**

## Experience:

- Strong aesthetic sense with the ability to seamlessly combine colors, fonts, and layouts.
- Adapt design styles to suit various projects and client needs.
- Skilled in identifying trending content and utilizing effective, functional online interactive techniques.
- Capable of working independently and meeting deadlines.
- Familiar with British history, culture, and business branding, with a keen interest in public affairs.
- Self-motivated, personable, and confident in engaging with business professionals.
- Highly organized and systematic, with a willingness to take on tasks beyond the formal job description and share workload responsibilities.

## Preferred:

- Proficient in poster design using tools like Canva, with experience in managing marketing channels on platforms such as WeChat Official Account, Weibo, LinkedIn, and RED.
- Experienced in video editing with software like Adobe Premiere.
- Familiar with modern AI tools, including Gamma, Midjourney, Stable Diffusion, and Sora, as well as other productivity-enhancing tools.
- Knowledgeable in website and WeChat Mini Program development.

**Benefits:**

- Interns will have the opportunity to participate in a variety of activities organized by the Chamber and our Corporate Members.
- Have access to interact with directors and senior executives from both local and international companies.
- An Internship Certificate will be provided upon completion, and outstanding interns may receive a reference letter

**Language(s) required:**

- Spoken English & Chinese, Written English & Chinese

**Working Hours:**

- 09:30-18:30, Monday – Friday
- Overtime work for events can be compensated with makeup hours.

**Dress Code:**

- Smart Casual