

MARKETING & BUSINESS DEVELOPMENT INTERN

JOB IDENTIFICATION

Job Title:	Marketing & Business Development Intern
Reports To:	Marketing & Business Development Manager
Department:	Marketing & Business Development
Persons to be supervised:	None
Location:	Shanghai

THE ROLE

Department purpose and structure

Our Marketing & Business Development team contribute to the setting and achievement of Appleby's business objectives, which includes supporting our partners and associates in their pursuit of becoming our clients' trusted advisers, building and maintaining long-lasting, deep institutional client relationships, winning new clients, increasing the visibility of the Firm globally.

About the role

The MBD Intern role is an all-rounded position designed to provide the candidate with a comprehensive understanding of business development within a law firm. The MBD Intern will support various activities, such as preparing and updating marketing materials, updating the firm's deal list and websites, and assist in BD events. This role also involves assisting in pitch document preparation, maintaining databases, coordinating client-facing events, drafting press releases, developing social media plans, conducting competitor analysis, and supporting employee engagement initiatives. This role is offering a unique opportunity to gain a holistic understanding of law firm business development.

Marketing Materials

- Update marketing materials to reflect the firm's latest developments.
- Update the firm's deal list, brochures, lawyers' profiles, and websites (both English and Chinese).
- Assist in the e-alert and e-invitation process.
- Coordinate the delivery of client gifts.

Database Management

- Update membership lists, client contacts, mailing lists, deals database, and track BD activities.
- Assist in recording notable deals and producing relevant deal notes and communications.

Events Management

- Assist in the coordination with suppliers and venues for client-facing events, presentations, and webinars.
- Manage event invitations and RSVPs.
- Execute client events, including post-event feedback reports and ROI analysis.

Communications

- Assist in preparing press releases, editorials, and articles to promote the firm's brand.
- Draft and distribute PR content for Hong Kong and Shanghai offices.
- Identify hot topics and suggest relevant media outlets for content distribution under the supervision of Marketing and BD Manager.

Digital Marketing

- Develop social media plans for the Asian market, including content for WeChat.
- Schedule and prepare social media content and graphics.

Research and Analysis

- Conduct competitor analysis and prepare relevant reports.

JOB DESCRIPTION

REQUIREMENTS

Knowledge, Skills and Experience Required:

- A bachelor's degree student.
- Ability to communicate confidently within the organization, vendors and clients.
- Attention to Detail: High level of attention to detail in copywriting and written communications.
- Ability to work effectively under tight deadlines.
- A proactive professional who is not shy about sharing new ideas with the team and stays updated with market trends, industry developments, and channel advancements.
- A collaborative team player with experience working in a global business environment.
- Excellent proficiency in both English and Mandarin.
- Familiarity with digital marketing, including social media and SEO; experience with Photoshop and InterAction is desirable.