

Position title: Intern	Product: ZappFeedback
Location: Singapore	Market: Southeast Asia

Job Description

Cadena is looking for one or more interns to support our regional marketing and business development team. In this role, you will leverage Cadena's unique service and product offerings and position Cadena as the vendor of choice within our target markets.

Purpose of the position

Define a high level marketing plan for one of our add-ons – ZappFeedback, an employee engagement tool - prepare a marketing kit for our sales team and partners and implement this accordingly.

Duration

2 – 6 months

Day-to-day you will

- Using existing material and interviews with in- and external parties define the scope of work
- Seek approval for the proposed scope
- Design the marketing kit, share and discuss with the teams and finalise
- Communicate the use of the kit to all teams involved
- Ensure all material is readily available on the company's websites and shared folders
- Identify potential markets, market segments and customers
- Work with the teams to target these markets by means of
 - Mass-mailers
 - Introduction mails
 - Follow up calls
- Introduce the kit to selected partners
- Prepare a dashboard to track progress of the rollout

Your Profile

You have some basic knowledge about the human resource field, are eager to learn, are coachable and have the desire and creativity to build something. You communicate clear verbally and in writing and can work on your own as well as with teams. You're results oriented and can present your work with conviction. You have an inner motivation to excel and complete the job, as well as strong organizational skills.

We offer

- An inspiring work environment
- Lunch and transportation allowance
- Potential to grow with the company
- A knowledge sharing atmosphere and teams full of enthusiastic professionals.