



Job Description: Marketing Intern

Department:	Marketing and Communications
Incumbent:	[Name of Employee]
Positions Covered By This Job Description:	Marketing & Communications Intern
Location:	Group office – Ho Chi Minh city, Vietnam
Operational Report:	Group Senior Manager - Marketing & Communications
Last Revision:	02 th June 2023

About Archetype Group

Archetype Group is a leading international construction consultancy company, we are shaping buildings that last with a full range of consulting services: Architecture & Master Planning, Building Engineering, Industrial & Process Engineering, Project & Cost Management.

Since 2002, Archetype Group has been working on over 1,500 projects in 50 different countries. With a thousand of collaborators on four continents, we have showcased our expertise, our experience, and our knowledge at the service of hospitality, real estate and industrial projects.

- **Archetype reality** is the preferred partner for real estate and hospitality players. It brings best-in-class services for developers, constructors, and brands. Archetype reality focuses on four main sectors: hospitality, mixed-use high-rise, commercial & retail, and healthcare.
- **Archetype industry** serves the most renowned companies in industry and manufacturing. The company has gained excellence in understanding the most sophisticated expectations of each sector. Archetype Industry focuses on pharmaceuticals & cosmetics, food & beverage, chemicals, and advanced technologies & data centers.
- **archetype _y** is a new integrated architecture signature studio that combines feasibility with creativity, delivering cutting-edge experiences that can meet or go beyond our clients' ambitions.

Archetype Group has also been a long-time player in green buildings design, collaborating and advocating with public and private environmental organizations. Archetype Group is committed to a zero and low carbon footprint, recognized by the International Finance Corporation (IFC) of the World Bank and the Excellence in Design for Greater Efficiencies (EDGE).

Archetype projects are built to last and leave positive impacts on society.

Archetype Group acknowledges its influence in the industry for **Shaping Tomorrow**.

Responsibilities

- Support to the Marketing and Communications Department on all areas of marketing and communications including but not limited to:
 - social media (LinkedIn, Instagram, Facebook, YouTube) content management;
 - newsletters management for both technical and content aspects;
 - website and intranet management;
 - event organization; participation in trade shows and exhibitors and conferences;
 - announcements, partnerships, media releases and publicity;
 - social media ads, SEO and SMO;



- Provide coordination with other departments and countries as well as administrative and marketing support for the good operation of the Marketing and Communications Department.
- Assist with the design of marketing materials for the use of Business Development, Commercial and Technical teams designed to promote the Archetype Group services and portfolio, and which meet the consistent style standards of the Archetype Group.
- Undertake Marketing and Communications tasks as assigned, ensuring that the tasks are being managed in an efficient manner, with a high level of professionalism reflective of the Archetype Group brand, and follows the consistent style and expectations of the Group marketing materials. Ensure that all local Marketing practices and procedures meet the standards established and expected of the Group.

Competencies

- Degree qualifications in Marketing, Communications, Design, Business or a related field. This is an entry level position, the interns must demonstrate a willingness to learn Marketing, Communications processes and principles.
- Ability to quickly learn and process information.
- Intermediate time management and organizational competency.
- Strong verbal and written communication skills in English.
- Basic skills in at least one of the following skill sets of Marketing: Content Management; Digital Marketing; Creative & Design; Media Relations; Public Relations; Event Management; Advertising.
- Advanced creativity and the ability to “think out of the box” in order to position the Archetype Group within a fast evolving market.