

Marketing Department Intern

- Are you looking for a learning opportunity that will enhance your skill set as a marketer?
- Do you want to create a world where sustainable tourism thrives, using marketing strategies to support local economies and provide enriching experiences for travellers?
- Do you want to assist projects and programmes in partnership with international funding and development agencies?

If these sound like you, then apply today to become PATA's next Marketing Intern!

ABOUT THE INTERNSHIP

The PATA Internship Programme provides students with the opportunity to learn about PATA and the travel & tourism industry on an international scale.

- Remote, Asia-based preferably
- Full-time | 3-month long programme (Subject to extension based on performance)
- Following Bangkok timezone (GMT+7) | 9 AM - 5:30 PM
- Academic Credit: You may get academic credit from your institution of higher education for the internship. Check with your university to confirm their academic credit policy for internships.

ABOUT PATA MARKETING DEPARTMENT

PATA's Marketing department communicates PATA's brand story to members and prospects. They are the creative hub of PATA, generating content and designs for PATA events and initiatives, members in the network, and advocating responsible tourism.

AS A PATA MARKETING INTERN

you will have the opportunity to tackle various administrative tasks and exercise your creativity, contributing to the promotion of PATA's activities and branding and showcasing the Association's diverse members and partners. Throughout your internship, you will become proficient in managing professional marketing platforms and websites while deepening your understanding of current trends and issues in the APAC travel and tourism industry.

As a Marketing Intern, you'll be tasked with:

- Managing and updating content for PATA's digital platforms including the PATA website, YouTube, Flickr, social media pages, etc.
- Creating simple graphics using programmes like Canva
- Creating drafts for social media posts
- Searching for visuals and background music from stock databases
- Researching marketing-related matters
- Undertaking a creative project tied to PATA initiatives from ideation to execution (Contingent on circumstances)

ABOUT YOU

- Currently enrolled in, or within two years after graduation, a Bachelor's Programme or above; Marketing and Communications or Travel and Tourism major preferred.
- Strong verbal and written English communication skills
- A self-motivated and mature person, with a highly collaborative mindset
- Has strong interpersonal skills and enjoys working with people from different cultures
- Passionate for travel and tourism and is motivated to learn and improve
- Detail-minded, growth and results-oriented