

Internship Vacancies

Rocket Internet China Shanghai

BUSINESS DEVELOPMENT AND ONLINE MARKETING INTERNSHIP COMPANY NAME: Rocket Internet China. COMPANY SECTOR: Marketing and E-commerce. LOCATION: Shanghai, China. CONTACT DETAILS: HR@Rocket-internet.com.au

About Rocket Internet:

Rocket Internet is the world's largest incubator and VC fund that invests in the development of companies in the internet industry. We identify and build proven Internet business models in new markets where we seek to scale them into market leading companies. Rocket started in 2007 and now has more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents.

Why Rocket Internet is a great place to work?

- It's the opportunity to work on conceiving, designing and building the next-generation ecommerce experience. It's the uncommon chance to be at the start of something big - a movement to change how people discover and purchase products online.
- A remarkably open, nimble & progressive environment - every voice is heard, and you can really see your work incorporated, brought to fruition, and delivering a real impact.
- A culture and team that allows you to perform at your best. The team at Rocket Internet is global, young, diverse and world-class; with both creative and analytical talent, they all share a deep passion to create, build and shape the future.

Position Overview

Rocket Internet's Business Development and Online Marketing team is responsible for the identification and execution of strategic partnerships and for the market research and competitor analysis to drive new growth opportunities. As an intern, you will be responsible for the successful execution of these programs, which may include initiatives such as new distribution channels, online marketing campaigns, or partner collaborations. You will structure new campaigns or deals through a creative and analytically rigorous process, then work across internal teams and with the partner to ensure they are executed successfully. You will work to understand the value and impact of these initiatives through a data-driven approach, then present strong go-forward recommendations based on these insights. Ultimately, your goal is to identify the highest-impact and most scalable growth opportunities.

Responsibilities:

Design innovative online and partnership campaigns with clear goals, deliverables and KPIs.

- Driving audience growth and customer acquisition across all online marketing channels including SEM, SEO, Affiliate, and Social Media.
- Managing, controlling and optimising the marketing campaigns.
- Building partnerships with external marketing agencies and other partners.

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- Driving the daily marketing operations and coordinate promotions, advertising, creative campaigns as well as media issues.
- Managing the marketing budgets to drive sales with demonstrated ROI.
- Expanding our brand and products through the different marketplaces.

Requirements:

Excellent problem-solving skill.

- Strong communication and writing skills in English.
- Critical and independent thinking.
- Innate interest in learning about customers behaviour through both numbers and qualitative data.
- Excellent analytical and organizational skills, data driven mindset and goal oriented way of working.
- Ability to develop concepts and processes and efficiently implement those in a fast-paced setting.
- Demonstrated leadership capabilities.
- Basic understanding of Organic and Paid Search, Email Marketing, Content Marketing and PR.