

Détail de l'offre : Internship Marketing & Communication

Recruteur	GM
Adresse	Sukhumvit soi 24 Bangkok, Thailand
Ville	Bangkok Bangkok
Référence	25D1749727561
Titre de l'offre	Internship Marketing & Communication
Description du poste	<p>As an intern in the Marketing Communication team for a luxury hotel in Bangkok, you will be deeply involved in shaping the hotel's marketing efforts, with a special focus on digital strategies like Search Engine Optimization (SEO) and Search Engine Marketing (SEM). You will contribute to the development of high-end branding, content creation, online presence, and campaign strategies that target both local and international luxury travelers. Your mission will include both creative and technical tasks, providing you with comprehensive experience in digital marketing within the luxury hospitality industry.</p> <p>Key Responsibilities:</p> <p>1. Brand Strategy Support: Assist in the development and execution of integrated marketing campaigns that reflect the hotel's luxurious brand identity.</p> <p>Work alongside the team to ensure that promotional materials (e.g., digital and print ads, videos) represent the hotel's image and attract high-end clientele.</p> <p>2. Content Creation & Copywriting: Write engaging, SEO-optimized content for the hotel's website, blog, social media platforms, email newsletters, and press releases.</p> <p>Craft messaging that reflects the luxury nature of the hotel, ensuring consistency in tone and style across all channels.</p> <p>3. Website SEO Optimization: Assist in SEO tasks, including keyword research, optimizing website content for search engines, and ensuring that the hotel's website ranks high on Google for relevant luxury travel and hotel-related search terms.</p> <p>Contribute to the development of strategies for on-page SEO, including optimizing titles, meta descriptions, headers, and alt texts for images.</p> <p>Help ensure that the hotel's website has a user-friendly experience with fast load times and mobile optimization, improving both rankings and user engagement.</p> <p>4. Search Engine Marketing (SEM): Support the team in managing Google Ads and other SEM campaigns designed to drive traffic to the hotel's website.</p> <p>Work with the marketing team to create highly-targeted ad copy that resonates with luxury travelers.</p> <p>Track SEM performance, analyze key metrics like CPC (Cost Per Click) and CTR (Click-Through Rate), and assist in optimizing campaigns to ensure the best return on investment (ROI).</p> <p>5. Social Media & Digital Marketing: Assist in managing the hotel's social media presence, including the creation of organic posts, paid social campaigns, and responding to customer queries.</p> <p>Monitor social media performance and adjust strategies to improve engagement, reach, and overall brand visibility.</p>

Support in executing email marketing campaigns, ensuring content is personalized and optimized for conversions.

6. Public Relations & Media Outreach:

Build relationships with key journalists, influencers, and media outlets to generate press coverage.

Assist in drafting press releases, media kits, and promoting the hotel's events and offerings to the press and public.

7. Event & Partnership Coordination:

Promote exclusive hotel-hosted events such as high-profile galas, luxury promotions, and VIP guest experiences.

Assist in identifying partnership opportunities with other luxury brands to enhance the hotel's visibility.

8. Market Research & Reporting:

Conduct market research to identify trends in the luxury hotel industry, guest preferences, and competitive analysis.

Help analyze performance metrics across digital channels (SEO, SEM, social media, website traffic) and prepare reports for the marketing team to assess effectiveness.

9. Photography & Visual Content:

Assist in curating high-quality visual content for the hotel's website and social media platforms, including luxury photo shoots showcasing the hotel's amenities, dining, and experiences.

Collaborate with the marketing team to ensure that visual content aligns with the hotel's luxurious brand.

Type de contrat	CDI
Télétravail	Tidak ada teleworking
Fonction	Marketing / Webmarketing
Localisation	Bangkok
Code localisation	Etranger hors UE
Pays	Thaïlande
Région	Buri Ram
Secteur	Luxe et Tourisme
Langue	Anglais