



Sales & Marketing Intern

About Terao

TERAO is a global consulting and engineering company involved for 30 years in **energy efficiency** and **sustainable building** engineering. Created in France in 1993 and active in China since 2008, TERAO is one of the pioneers of its field with a 90+ team of multidisciplinary engineers. In Asia, Terao has offices in Shanghai, Ho Chi Minh, Kuala Lumpur, Bangkok and Singapore.

TERAO supports renown companies across sectors such as LVMH, IKEA, Marriott, Accor, Siemens, Bosch across sectors on their sustainability journey.

Position

- Position: Marketing Intern
- City: Shanghai
- Industry: Building, Sustainability, Energy, ESG
- Type: Internship
- Starting Date: ASAP

What We Offer

In this role, you will work closely with the Asia Marketing Team as well as China Commercial Team and collaborate with leading global clients to drive TERAO's activities in China. This internship offers hands-on experience in marketing, with a focus on delivering top-tier building sustainability services in an international, dynamic and supportive environment.

Scope of Work

- **China Marketing Support (80%):**
 - Content Creation:** Develop marketing content in English and Chinese to enhance brand awareness. Distribute this content on various platforms, including social media.
 - Social Media Management:** Handle social media posts, primarily on Chinese platforms (e.g., WeChat), in coordination with the Asia Marketing Manager.
 - Marketing Material Improvement:** Assist in improving and updating marketing support materials such as brochures, presentations, and website content.
 - Database Management:** Consolidate and organize the CRM database for in China. Maintain the TERAO database in line with the requirements of CRM and marketing platforms.
- **Global Marketing Initiatives (20%):**
 - Customer Satisfaction Survey:** Develop and implement a customer satisfaction survey to gather feedback and insights from clients, helping to improve TERAO's services.
 - Event Participation:** Attend specific industry events and maintain relationships with relevant organizations, focusing on specific sectors (for example luxury retail).
 - Global Campaigns:** Support go-to-market strategies for global initiatives by conducting outreach to specific clients involved in these areas.
 - Key Client Outreach:** Assist in outreach efforts to specific sectors (for example luxury retail), particularly focusing on initiatives related to sustainability.

Profile



- Currently pursuing or recently completed University/Business School degree in Marketing, Communications, Business, or a related field
- Excellent level in English & Chinese, with strong writing skills in both languages
- Familiarity with social media platforms (especially WeChat), and experience with design tools (e.g., Canva, Adobe Suite) and CRM systems is a plus
- Experience with CRM systems and data management tools
- Ability to create engaging content and innovate marketing strategies to enhance brand visibility
- Strong interpersonal and communication skills, with the ability to work collaboratively in a multicultural environment
- Open-minded personality with a strong desire to learn
- Good Organization Skills, including time management and management of priorities
- Interest in the Sustainability industry is a must

Please send your CV to Nora Zhang at nzhang@teraoasia.com.