



JOB DESCRIPTION

Position: Marketing Communications Intern

Level: Intern

Reports To: Regional Head of Business Development – Telcos, Utilities and Retailers

Based in: Bangkok, Thailand

Starting Date: Immediate

Duration: 3 to 6 months

Contact: hr@axa-assistance.co.th

Job Purpose

AXA Partners is an AXA Business Unit dedicated to providing assistance services in roadside, travel, home and health situations as well as being the B2B Third Party Distributor specialist of the AXA Group.

We are looking for a methodical Market Communications Intern to screen and map existing Telcos, Utilities and Retailers players across Asia in order to define potential partners and support the design of markets entry strategies. A specific focus will be made on what those potential partners already offer and provide and then what they may need in term of product and solutions.

The successful market researcher will be able to analyze autonomously qualitative and quantitative data, trends, strategies and competition aiming at designing differentiating value proposition. The scope of the study will be Asia.

Main Responsibilities

- Collect online data on existing markets players and their offers and competitors and consolidate information into actionable items, reports and presentations
- Compile and analyze statistical data using modern and traditional methods to collect it
- Perform valid and reliable market research SWOT analysis
- Interpret data, formulate reports and make recommendations
- Use online market research and catalogue findings to databases
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/ business models, sales and methods of operation
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
- Remain fully informed on market trends, other parties researched and implement best practices



Objectives

- Map the entire Asian markets of the existing Telcos, Utilities and Retailers players
- Suggest potential partners
- Propose high level Market Entry Strategies

Education, Professional Qualifications and Experience

- University undergraduates (Business/ Finance/ Economics undergrads)

Competencies

- Due to the nature of work, a team player with good multi-tasking and time management ability, attention to details, good autonomy are greatly desired
- Proficiency in MS Excel and Power Point
- Strong interpersonal skills and the ability to interface with all levels within the corporation. Perfect English and 1 or 2 Asian Languages will be a plus (not necessarily Thai)

To apply, please send your updated resume to hr@axa-assistance.co.th

We regret that only shortlisted candidates will be notified.

Thank you.