



# Marketing Support Intern

**Internship | Full-time**

**3–6 months**

## **Location**

Singapore

## **Team Reporting and Structure**

Reporting to: Marketing Manager

## **Role Overview**

As a Marketing Support Intern, you will assist the marketing team in the planning, execution, and monitoring of marketing activities related to our exhibitions and events. This hands-on internship provides exposure to the fast-paced world of event marketing and an opportunity to contribute to real-world campaigns.

## **Content Creation & Storytelling**

- Assist in the development and execution of digital marketing campaigns, including social media, email marketing, website updates.
- Support the creation of marketing collateral such as brochures, eDMs, banners, and newsletters.
- Capture behind-the-scenes moments or exhibitor highlights for social media.
- Contribute creative ideas for marketing campaigns or themes.

## **Social Media Engagement**

- Help manage and grow our LinkedIn and TikTok presence.
- Schedule posts and track engagement using social media tools.
- Join brainstorming sessions for viral content ideas or interactive stories.

## **Design Exposure**

- Use Canva and other design tools to assist with visuals for digital promotions, posters, and onsite signage.
- Learn basic branding principles and how marketing visuals are aligned with brand identity.

## **Event Marketing & Onsite Experience**

- Be part of the team during actual exhibitions and assist with live social media coverage and exhibitor & visitor engagement.
- Experience firsthand how marketing efforts come together during a live event.
- Support onsite marketing activities during exhibitions (e.g. signage, media registration, photography assistance).



## **Networking Opportunities**

- Attend internal meetings or exhibitor briefings to observe how trade professionals collaborate.
- Learn how B2B relationships are managed in the events industry.

## **Technology & Tools Training**

- Gain exposure to tools like HubSpot, Google Analytics, etc.
- Learn basic marketing automation workflows and data tracking methods.
- Monitor and compile reports on campaign performance and audience engagement.

## **Ad Hoc**

- Help coordinate with media partners and vendors on marketing deliverables.
- Assist in maintaining and updating the CRM database and contact lists.
- Help manage event listings on industry calendars and partner websites.
- Conduct market research and competitor analysis when required.
- Performance administrative coordination tasks to support the marketing team.

## **Learning Outcomes**

- Gain real-world experience in marketing within the events and exhibitions industry.
- A strong portfolio of work samples.
- Learn to use marketing tools and platforms, such as, Mailchimp, Canva, social media scheduling tools, Google Analytics.
- Develop project coordination and communication skills.
- Understand the end-to-end process of event marketing from planning to execution.
- Opportunities to build connections in the exhibitions and events space.

## **Job Requirements**

### **Education & Background**

- Currently pursuing a diploma in Marketing, Mass Communications, Business, Events Management, or a related field.
- No prior experience required, but any relevant school projects, freelance work will be a plus.



## **Skills & Abilities**

- Good written and verbal communication skills.
- Creative mindset with an interest in content creation and social media.
- Familiar with Microsoft Office, including PowerPoint and Excel; and a basic knowledge of Canva, Adobe Photoshop, or video editing tools is a plus.
- Comfortable using social media platforms, such as LinkedIn, and TikTok.

## **Personal Traits**

- Strong attention to detail and good organisational skills.
- Proactive, willing to learn, and not afraid to ask questions.
- Enjoys working in a dynamic, fast-paced environment.
- A team player who is also able to work independently.

## **Other Requirements**

- Available for the full duration of the internship.
- Willing to be hands-on during event periods, which may include extended hours or weekend work, time-off in lieu may apply.
- Passion and keen interest in the exhibitions or events industry.

## **Company Overview**

[www.nineteengroup.com](http://www.nineteengroup.com)

Nineteen Group is a fast-growing events and media business backed by Phoenix Equity Partners, serving vital sectors including security, fire safety, emergency services, retail technology, health and safety, construction, manufacturing, and more.

We build vibrant industry communities through world-class events and media, creating spaces where ideas are shared, relationships are formed, and practical solutions shape the future.

Headquartered in Wimbledon, London, with offices across the USA, Australia, Hong Kong, and Singapore, Nineteen is powered by a passionate global team. Our people live our KADI values – Kind, Agile, Driven, and Inclusive – because we're a culture-first organisation that puts our people first; we just happen to do great events too.

Nineteen embraces diversity and equal opportunity and is committed to building teams that represent a variety of backgrounds, perspectives, and skills.

## **Equal Opportunities**

Inclusivity is at the heart of everything we do at Nineteen, and that requires a diverse team of great colleagues who feel they have a clear place with us, supporting us all to grow. The more inclusive our employees feel, the better we feel and the quicker we all develop. We are keen to meet people with varied backgrounds and experiences.

We recruit based on merit, potential, and fit to our cultural values. Product knowledge we can teach.