

Business Development & Marketing Specialist



DKSH is the leading Market Expansion Services Group with a focus on Asia. We help companies who are looking for a reliable outsourcing partner to grow their business in new and existing markets. For this, we offer a comprehensive package of services that includes organizing and running the entire value chain for any product: from sourcing, research and analysis, marketing, sales, distribution and logistics to after-sales services.

Job Description

• Market Research

Conduct market research including identifying marketing channels, industry trend analysis and competitor analysis

• Strategic B2B marketing planning

Shape overall marketing strategy for Technology Business Unit and develop integrated marketing campaigns to align sales and marketing

• Marketing campaign execution

Build online and offline marketing campaigns – including Google AdWords, social media marketing, exhibitions and brick and mortar channels

• Marketing effectiveness tracking

Facilitate Google Analytics, Salesforce, and other analytical tools to track marketing effectiveness and refine annual marketing plans

Qualifications

- Highly interested in technology related industries
- Adept analytical & research skills
- Able to work independently on complex marketing tasks
- Familiar with SEO, Google Analytics and AdWords
- Motivated and responsible with good team spirit
- Fluent in both Chinese/ English

Application Process

Submit your English CV and cover letter in PDF by **Mar. 26, 2018** to shaoyen.chiu@dksh.com

- E-mail title:
TEC_Fulltime_NAME_姓名
- CV:
TEC_Fulltime_CV_NAME_姓名
- Cover Letter:
TEC_Fulltime_CL_NAME_姓名

Mar. 15

Info Session @ NTU

Mar. 22

Info Session @ NTHU

Mar. 26

Application Deadline

Early April

First Round Interview

Mid April

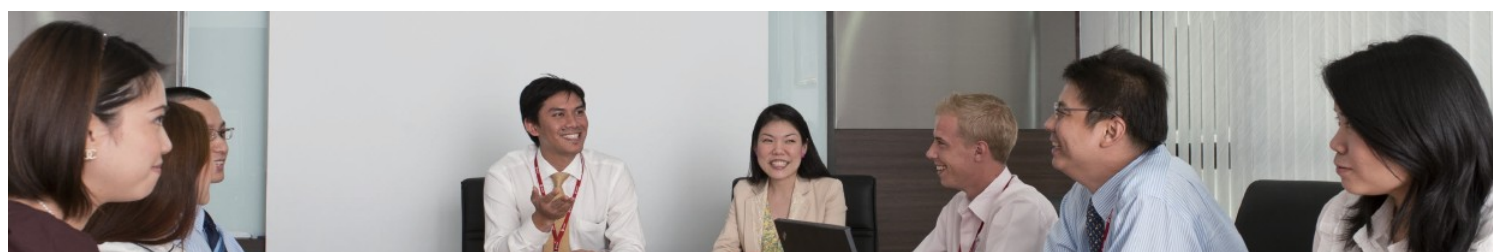
DKSH Workshop

Late April

Final Round Interview

For more details, visit our Facebook event:

DKSH Taiwan 2018 Campus Recruitment (Full-time / Intern)



Business Development Intern



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Job Description

• Market Research

Conduct market research including industry trend analysis, company info research & competitor analysis

• Project support

Assist strategy development and the execution of related projects, such as IT system implementation, client management, pricing model and business process automation

• Marketing Project Execution

Develop and collaborate with colleagues to execute online and offline marketing projects such as brochure design, exhibition and online content generation

• Strategic Business Analysis

Develop analytic and quantitative frameworks/models to assess the feasibility of new opportunities, analyze financial and operational performance

Qualifications

- Motivated and responsible with good team spirit
- Highly interested in technology
- Strong problem-solving skills and business development
- Fluent in both Chinese / English
- Comprehensive computer skills including Powerpoint, Excel
- Required attendance is at least 2 days per week
- This program will start from July 2018 to Jun 2019.

Application Process

Submit your English CV and cover letter in PDF by **Mar. 26, 2018** to

shaoyen.chiu@dksh.com

- E-mail title:
TEC_Intern_NAME_姓名
- CV:
TEC_Intern_CV_NAME_姓名
- Cover Letter:
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