

# INTERNSHIP MARKETING & BUSINESS DEV'

for Misterchrono

SINGAPORE

## Job Description

### Marketing Activation

- Establish the target profiles for Misterchrono by country: existing customers (prestashop file) and potential
- Proposal and activation of a global and local promotional marketing plan, online & in-store, consistent with the highlights of the different markets (Christmas, Father's Day, etc.)
- Integrated or not in this plan, creation of loyalty and recruitment offers
- Management of new product launches 360 ° (points of sale, e-commerce, media, digital ...)
- Development of associated communication media and local adaptations
- Competitive intelligence and new product opportunities
- Creation of a training book on products
- Analyze insights / consumer reviews
- Analyze e-commerce sales and points of sale: cross-selling, average basket, etc.

### Image and communication

- Move upmarket and standardize the image of Mister Chrono: website, social networks, shops, communications -> creation of a charter
- Write a press book and press releases
- Create the presentation materials for canvassing suppliers & partners.

### Posted

18 Feb 2020

### Employment Type

Internship

### Apply by

July 2020

### Monthly Salary

To Be Discussed /Negotiable

### Adress

333A Orchard Road,  
Singapore

### Contact Person

MOUNIA NASSER  
[m.nasser@misterchrono.com](mailto:m.nasser@misterchrono.com)

### Website

<http://www.misterchrono.sg>

### Company Size

10 employees

## Digital

- Continuous improvement of the website
- work on the content and descriptions produced for a better SEO feedback
- verification of translations / languages / spelling
- working on categories for "customer friendly" navigation.
- analysis of results via google analytics
- Analyze the results of advertising campaigns SEM, Facebook ads, instagram
- Improve the visibility of social networking pages: # recommendations, IG accounts to follow, use of the network to enlarge the FB page, etc.

## Business Development

- Working on the distribution web with the management and establish targets : countries and cities in APAC and Middle East
- Organise the development of franchises by files / drives and tables
- Helping the management to acquire new franchises by proposing ideas and brainstorming.

## Company Overview

MISTERCHRONO PTE LTD  
The world of horology is a field that combines precision and patience.

**Read more >**

## Job Requirements

- Autonomy
- Proposal force, entrepreneurial profile
- Analytical mind
- Organization
- Editorial Capabilities
- Fluent English / French