

Business Development and Marketing Intern Job Description

An exciting opportunity has arisen for a one year placement for a Business Development (BD) and Marketing Intern in the Hong Kong office of Paul Hastings.

Paul Hastings is a leading global U.S.-based law firm with 22 offices in major business centers across Asia, Europe, and the Americas. We have five offices in Asia - in Beijing, Hong Kong, Shanghai, Seoul and Tokyo. Developing our Asia practice is an important strategic growth area for the firm and the role of the Business Development team in supporting that effort is key.

The candidate for this role will have excellent interpersonal skills and strong written communication skills. They will need to be hard-working, a strong team player with extremely high attention to detail and enthusiasm to develop an in-depth understanding of our key clients, practice areas and markets in the PRC and across Asia. This role will involve close co-ordination with our regional and global business development team and involve direct communication and liaison with partners and lawyers in the firm.

The following skills are essential:

- Excellent communication and interpersonal skills
- Team spirit
- High attention to detail and to the quality of the service/product delivered
- Proactive approach
- Excellent organizational skills
- Ability to work to deadlines
- Fluent written and spoken English and Mandarin
- Basic Excel skills to handle data processing are a plus

The Asia BD and Marketing Intern will report to, and assist, the Hong Kong-based Business Development Manager - in planning, researching, organizing and implementing BD and marketing initiatives and activities for the Asia offices.

In summary, the role will involve:

- Assisting in the preparation of pitch documents and presentations for lawyers, including researching opportunities, producing a first draft, proof reading and formatting the end documents.
- Assisting in coordinating on cross-border and regional client account teams as part of the Firm's key client development program (research on the client, organization of client focused events and BD initiatives, etc.).
- Monitoring and analyzing client, sector and market developments to identify new business opportunities and to deliver appropriate and focused information to the practice groups/client teams.
- Ensuring effective collation and tracking of BD-related information in the Asian offices to identify further opportunities for marketing.
- Helping to prepare market research and analysis using the internet and other web-based research tools.
- Assisting in writing and updating office/practice marketing materials and deal descriptions.
- Assisting in the preparation of marketing information for the leading industry league tables, rankings, directories and surveys.
- Helping to plan and coordinate the logistics of all different kinds of marketing events and activities, including client receptions, internal & external seminars, and conferences.
- Assisting in the translation of materials (mainly from English to Chinese) including press releases, brochures and client alerts.
- Assisting the Asian team in their BD activities and interacting regularly with U.S. and European counterparts.

To apply for this position, please send your CV and a covering letter detailing why you would be suitable for this role (in English) to RecruitHKG@paulhastings.com

Start date: As soon as possible.

***This is a full time position. Therefore, we will need someone who has graduated with work experience or recently graduates. ***