



## Marketing Intern

### Introduction

The seafood industry is a very special place to be, and this is more so at Hai Sia Seafood, a company that is at the crossroads of a transformational change. Food is a large part of our lives – it is a form of sustenance for some, and an art for others. Seafood promises boundless possibilities, in terms of quality, sources, seasons, cooking styles and presentations. At Hai Sia, seafood is a craft. We believe that good seafood can be affordable and accessible. Above all, we believe this craft, so close to our hearts, should be shared with more people.

Just as the mastery of seafood is a craft, a huge part of this transformational change hinges on seeking and developing like-minded people. People who enjoy food as much as we do, people who believe in value-creation as much as we do, and people who believe that better things can come if we put our hearts into perfecting our work.

### About Hai Sia

*Hai Sia*, translated from Teochew, means *the sound of the sea*. From her humble beginnings in 1976 as a hawker stall at Mei Ling Street, Hai Sia has grown to be a familiar establishment at Jurong Fishery Port.

Today, Hai Sia is a HACCP-certified company that is involved in both the fresh and frozen seafood trade. Hai Sia provides integrated services including processing, packaging, deep-freezing and cold storage.

We are on an exciting track of change and have an opportunity for an individual to join us as a **Marketing Intern**.

### Roles & Responsibilities

- Conceptualise Hai Sia's Marketing plans for 2018, and build the long-range plans from 2019 to 2021.
- Scan for business opportunities for Hai Sia to tap on through market research, also known as 'market scan' internally.
- Plan for trade engagement activities, for example, for Christmas 2017 and Chinese New Year 2018.
- Increase Hai Sia's brand awareness through collaborations and partnerships, a focus area for Hai Sia.
- Create new Marketing content for Hai Sia through print, photography and videography.
- Lead a special project of any nature that will be managed single-handedly by the candidate.





### **Special note from the management team**

At Hai Sia, there is a second generation taking over the business, and with this, there is a strong motivation to modernise and professionalise this company that is growing. In recent times, Hai Sia has also been shortlisted as Google Singapore's hero case study for the use of Digital Marketing.

Mentored by two individuals who see themselves as visionary, creative and analytical, Hai Sia is looking for an intern who appreciates both the art and science of Marketing.

Please read more about the company at [www.haisia.com.sg](http://www.haisia.com.sg).

Hai Sia is also open to a part-time internship where the candidate can come to work 2 to 2.5 days per week. For both a full-time and part-time internship, the minimum commitment period is 12 weeks. No prerequisite is required.

Interested candidates, please send your CV to [hr@haisia.com.sg](mailto:hr@haisia.com.sg) and [melvin@haisia.com.sg](mailto:melvin@haisia.com.sg).