


Company profile for Partner Singapore Internship Program 2024

Company Logo	
Company name	Lodestar Marketing Services (Thailand) Co., Ltd
Company website	lodestar-marketing.com
Number of students	up to 2 (but we can only provide accommodation for 1 student)
Monthly allowance	7,000 THB per month
Working Days:	e.g. Mon to Fri 09:00-18:00
Internship period	September - February
Company brief description	Affiliate Marketing agency helping brands to drive traffic and sales through affiliate partnerships. The role of our company is to facilitate and optimise those partnerships.
Company Location	Koh Tao
Indicate if the following are provided:	
Job Description	
<p>Role and Responsibilities</p> <p>Partnership Services Intern</p> <p>Responsibilities</p> <p>Support the Partnerships team with the following:</p> <ul style="list-style-type: none"> • Update reporting and analysis on a weekly basis so that trends/issues can be identified early and followed up on. Update campaign performance KPIs • Recruit, Activate and Optimise publishers in the program through a varied and creative planning approach. • Keep up to date with new publisher types and assess which are relevant for the clients in your portfolio. • Segment and prioritise publishers and the opportunities they present. • Ensure publisher approvals are reviewed on a regular basis • Maintain and update publisher tools such as campaign banners etc. • Communicate regular updates to the publishers such as new offers/campaigns/program policies etc. • Ensure publisher compliance with publisher activity is monitored as to prevent fraudulent/invalid activity • Manage the campaign / promotional placements for our clients. • Reporting performance metrics to assess the success of these optimisations. • Other: As we are a fast growing start up business we all work closely as a team which means we all contribute to various tasks that may come up. 	



Preferred Skills (optional)

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- Ideally a genuine interest in Digital Marketing and related degree studies
- Experience of using office software such as MS Word, Excel etc
- Confident individual that can also show initiative

For further queries on internship matters, you can also reach out to outreach2geth@gmail.com