

## Growth Marketing Internship

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Company: Manatal Co LTD

Location: Bangkok

Category: computer-and-mathematical

is an HRTech software service (B2B SaaS) company headquartered in Bangkok, Thailand. Manatal is one of the fastest-growing start-ups in the region and is backed by Surge and Sequoia Capital. Manatal has a global presence and is trusted by thousands of businesses in over 135 countries and is recognized by [Forbes](#) as Best Recruiting Software of 2024.

Our goal is to transform the entire hiring process by making it simple, efficient, and enjoyable for recruiters, hiring managers, and candidates alike.

Our mission is to offer the best-in-class AI-powered technologies to empower small, medium, and large businesses in their staffing & recruitment transformation.

## Responsibilities

**Conduct market research:** Assist in researching market trends, customer needs, and competitive landscape to identify growth opportunities and inform product marketing strategies.

**Competitive intelligence:** Consolidate and summarize competitive intelligence data, including analyzing competitors' products, pricing, positioning, and messaging. Maintain up-to-date competitive analysis documents.

**Develop product marketing assets:** Support the creation of product marketing assets such as video explainers, newsletters, sales collateral, blog posts, and customer

testimonials. Collaborate with the product and content team to ensure consistent messaging and branding.

**Messaging and positioning:** Assist in refining and articulating the value proposition, key messaging, and positioning for our products. Help develop compelling product narratives that resonate with target audiences.

**Customer intelligence:** Contribute to gathering customer feedback, conducting surveys, and analyzing customer behaviour to gain insights and enhance product features, usability, and user experience.

**Collaborate with cross-functional teams:** Work closely with product management, sales, and marketing functions to align product marketing strategies, provide product-related support, and contribute to go-to-market plans.

**Stay updated on industry trends:** Keep up to date with the latest trends, best practices, and advancements in the recruitment technology industry and provide recommendations for product enhancements and marketing strategies.

## **Requirement**

Pursuing a degree in Marketing, Business Administration, or a related field.

Passion for technology and a keen interest in the recruitment technology industry.

Strong analytical and research skills with the ability to gather and synthesize data from various sources.

Excellent verbal and written communication skills, with a high attention to detail.

Proficiency in creating engaging marketing content, such as video explainers, blog posts, and sales collateral.

Familiarity with customer research and analysis techniques to gain insights and inform product decisions.

Ability to work independently and collaboratively in a dynamic, fast-paced environment.

Knowledge of SaaS products and understanding of B2B marketing principles is a plus.

Strong attention to detail and ability to manage multiple tasks effectively.

### Working with Manatal

This role is based at our Bangkok office in the heart of the city centre

As a team of diverse cultures and nationalities, English language proficiency is required

We enjoy collaborating in person and the team is working on-site

### Why you'll enjoy working with Manatal

Well-funded start-up backed by Surge & Sequoia

Be part of one of the fastest-growing B2B SaaS start-ups in the region

You will be collaborating with talented individuals in the industry

Join a lively and highly international team

Indulge in a challenging and innovative working culture

Attractive medical healthcare plan

Personal development allowance

2 weeks of work from anywhere per year

Regular fun team-building activities

**Apply on our Careers Page** if you are a fit for this role and are excited to join Manatal, please follow this link to apply ...

**Watch our Demo**

**Manatal Hiring**

At Manatal, we are dedicated to building an intuitive AI-powered applicant tracking system to streamline and transform the entire hiring and recruitment process.

We are devoted to attracting the best talent worldwide to join our team and take pride in being an equal-opportunity workplace. We are committed to equal employment opportunities regardless of religion, race, ethnicity, ancestry, national origin, gender, gender identity, sex, sexual orientation, marital or parental status, disability, age, citizenship or other class protected by applicable law.

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