

**INTERNSHIP PROGRAM**Marketing/Communications Internship**Start & End Date:** __July 2018 – Jan 2019__

Job/Project Description	
1	DFS X CAG for Singapore Food Festival
	- Support activations at Wines & Spirits departure & arrival stores
2	DFS 'Craft' Festival
	- Involved in planning and co-ordination of this new campaign
	- Assist in production of communication materials (digital content, store collaterals, social media, etc)
	- Support activation at Wines & Spirits store across all terminals
3	Christmas 2018
	- Involved in planning and co-ordination of this campaign
	- Assist in production of communication materials (digital content, store collaterals, social media, etc)
	- Support weekend activations & social media content development & KOL engagement
4	DFS Wines & Spirits on iShopChangi
	- Support with planning, production and uploading of marketing contents
Function /Project Objectives	
By the end of the functional training period / project period, you will learn:	
1.	Hands-on experience in 360 execution of marketing campaigns & activations
2.	Post-campaign qualitative & quantitative tracking, reporting and analysis
3.	Marketing to different nationalities via targeted communication channels in airport travel retail
4.	How to work in a multi-stakeholder (store ops, merchandisers, warehouse, etc) and manage external vendors (event agencies, printers, etc)
5.	Omnichannel retailing between offline & online retail platforms

Interested applicants please send resume to: Michelle.Lau@dfs.com

**INTERNSHIP PROGRAM****DFS Client Services Internship****Start & End Date:** Jul 18 to Jan 19

Job/Project Description	
01.	Provide members with full concierge services, which include transportation, merchandise deliveries, reservation handling and others.
02.	Co-manage the coordination of private viewings, champagne receptions and other ad-hoc services requested by members
03.	Support a high energy, positive floor experience for staff and customers by observing, reacting to what is happening around the floor and to continually improve the customer experience and team productivity
04.	Providing our VIP clientele with an enhanced shopping experience that sets the example of excellence in luxury service
05.	To assist the Client Services Manager in the preparation of presentation and reports (eg. Tracking daily members acquisition), Pre- and Post-Event Analysis.
Business Initiative Project	
01.	Maximize the sales opportunities of Duty Paid Sales among the Loyal T Jade and Top spender of Loyal T tier members.
02.	Curate and execute a thematic cocktail event / dinner (Brand, Product launches, Members Appreciation Event)
03.	Support, organize and implement major events such as Master of Wines & Spirits together with the Marketing teams
04.	Plan and execute Loyal T program refresher training for staff to drive member acquisition
Function /Project Objectives	
By the end of the functional training period / project period, you will learn:	
1.	Business Administration: Knowledge of appropriate business practices and procedures.
2.	Understanding of the Loyal T membership program and how to leverage on program to drive or create incremental sales opportunities eg. Focus on General Merchandise
3.	Understanding the customer profile and shopping behavior of the LoyalT Members.
4.	Re-define current processes on Loyal T members acquisition and standardize pitches on Loyal T Program
5.	Organization and Scheduling: Ability to curate events and execute Loyal T Private Viewings, partnership events with the rights mix of invitees.
6.	Business Administration: Knowledge of appropriate business practices and procedures.

Interested applicants, please send resume to: Michelle.Lau@dfs.com