

About Impact Link Asia

Impact Link Asia (<https://impactlink.asia/>) is a specialist social impact consulting firm advancing the impact investing ecosystem in Asia, with expertise in impact measurement & management (IMM), data-driven technical support, and impact-focused investing advisory.

Role Summary

As our **Marketing Communication Intern**, you will play a hands-on role in strengthening Impact Link Asia's brand presence within the Asian impact investing ecosystem.

This role goes beyond content production. You will:

- Support the development and execution of communication strategies aligned with our positioning as an impact-focused investing advisory expert and data-driven ecosystem builder.
- Develop high-quality, technically accurate content that reflects industry terminology and thought leadership;
- Conduct data-driven research and performance analysis to inform marketing strategy;
- Contribute insights that optimize channel development, audience growth, and partnership-building efforts.

You will also ensure visual consistency across company materials and leverage digital tools, including AI-enabled platforms, to improve workflow efficiency while maintaining high-quality standards.

This is a **paid internship opportunity** for motivated individuals who are eager to learn, take initiative, and make a tangible contribution to the social impact ecosystem in Vietnam.

Key Responsibilities

Support the leadership team with:

1. Communication Strategy & Execution

- Work closely with the leadership team to develop and implement communication strategies aligned with the company's mission and growth objectives;
- Translate technical IMM and impact investing concepts into accessible, engaging content;
- - Support brand positioning initiatives within Vietnam's and Asia's impact ecosystem.

2. Content Development & Channel Management

- Create and curate high-quality content for the website, LinkedIn, newsletters, and other communication channels;
- Work with designers to produce platform-specific formats (carousels, infographics, short-form videos, thought leadership posts, reports, summaries);
- Ensure consistency in messaging, terminology, and professional tone;
- Manage content calendar and publishing schedule;

3. Data-Driven Marketing & Research

- Conduct market and competitor research within the impact investing ecosystem;
- Analyze audience behavior, engagement metrics, and content performance;
- Track KPIs such as engagement rate, reach, conversion, and lead quality;
- Develop performance reports and dashboards (Excel/Google Sheets);
- Support A/B testing and optimization initiatives.

We expect a strong data-driven mindset: decisions should be informed by measurable insights rather than assumptions.

4. Visual & Brand Consistency

- Assist in maintaining visual consistency across all materials (social media posts, proposals, reports, training materials, slide decks);
- Support production of marketing and event materials (posters, banners, brochures, presentation decks, proposals, reports...)
- Ensure high-quality formatting and professional presentation.

5. Event & Ecosystem Engagement

- Support event organization and promotion;
- Assist with post-event communication and performance reporting;
- Contribute to partnership communication initiatives.

Requirements

Education & Background

- Third-year, Final-year student or recent graduate in Marketing, Communications, Business, Finance, Development Studies, or related fields
- Interest in social/environmental impact, impact investing, or sustainable finance is strongly preferred.

Technical & Professional Skills

- Strong written and verbal communication in English and Vietnamese;
- Strong analytical thinking and ability to interpret marketing data;
- Proficiency in Microsoft Office (PowerPoint, Word, Excel);
- Experience with digital and video tools (Canva, Google Slides, CapCut); familiarity with Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) is a strong plus;
- Familiarity with social media analytics tools and basic digital marketing metrics;
- Ability to use AI tools effectively to enhance productivity.
- Commitment to maintaining **data confidentiality** and handling sensitive information with discretion and professionalism, as you may deal with client-related materials and internal company documents.

Personal Attributes

Strong multitasking and time management skills

Proactive, self-driven, and comfortable working directly with leadership

Benefits

- Internship allowance in accordance with company policy.
- **Fully funded sponsorship** for the Social Value International (SVI) **SROI Level 1 certification**, supporting progression from Social Value Associate to Accredited Practitioner ([The Social Value Professional Pathway](#))
- Flexible working hours, as we prioritize product output and impact.
- You will work directly with the leadership team, gaining hands-on experience and exposure to Vietnam's innovative impact enterprises and investors.
- Access to in-depth knowledge of sustainable finance and impact measurement frameworks.
- Work in a dynamic environment, and have the opportunity to contribute to high-impact, innovative projects.

How to apply?

Please submit your CV and a short Cover Letter to the email: careers@impactlink.asia

Subject line: Application – Marketing and Communication Intern – [Your Name]

Deadline: **Mar 31, 2026**