MISUMI KAIZEN | MIRAI VENTURES

Internship Opportunities — Marketing & Content Track

Based at Misumi Kaizen | MIRAI Innovation Space, SUTD Innovation Hub (Library Level 2), 8 Somapah Road, Singapore 487372

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Marketing & Content Intern, MIRAI Expeditions

Position	Marketing & Content Intern — MIRAI Expeditions
Positions Available	1
Term	6 or 12 months (part-time during term, full-time during vacation windows)
Location	Misumi Kaizen | MIRAI Innovation Space, SUTD Innovation Hub (Library Level 2), SUTD campus
Reports To	Chief Operating Officer, ASEAN
Preferred Profile	Polytechnic students or recent diploma graduates
Allowance	Monthly internship allowance provided in accordance with ASEAN tertiary rates

About the Role

We're looking for a Marketing & Content Intern to bring MIRAI Expeditions - our ASEAN overland expedition and 4x4 venture — to life online. The platform is built; what it needs now is great content. You'll own three things: the expedition portfolio, the newsroom, and social media. If you can also make TikTok videos, that's a big plus.

This role suits someone who loves writing, has an eye for clean visuals, and wants real published work to show for their internship.

What You'll Do

Your priorities, in order:

1. Expedition Portfolio

- Write expedition write-ups, vehicle build case studies, and product features for the MIRAI Expeditions site.
    - Turn raw notes, photos, and field footage from our expeditions (e.g., the Malayan Xpedition 2026) into clear, compelling stories.
    - Source, select, and lightly edit images so every entry looks polished.
    - Keep tone, formatting, and length consistent across all entries, in line with MKMV brand standards.

2. Newsroom & Blog

- Plan, write, and publish posts on miraiventures.ai.
  - Build a content calendar with topic ideas and publishing dates.
  - Draft posts, edit for clarity, and apply basic SEO (titles, keywords, meta descriptions).
  - Upload and format posts in the CMS.

3. Social Media

- Create and schedule posts that drive people to the brand.
  - Repurpose portfolio and newsroom content into posts for LinkedIn and Instagram.
  - Write captions, design simple graphics (e.g., Canva), and keep a regular posting schedule.
  - Track basic metrics (reach, engagement, clicks) and share a short monthly update.

4. TikTok (Value Add)

- Script, shoot, and edit short-form videos.
  - Turn expedition footage and build content into short, engaging clips.
  - Follow trends and suggest video ideas that fit the brand.

What We're Looking For

- Currently studying (or recently graduated in) Marketing, Communications, Mass Media, English or a related field — polytechnic students preferred.
- Strong written English: you can write clearly, concisely and without typos.
- A good eye for layout and visuals; you notice when something looks off.
- Familiarity with LinkedIn and Instagram, and an understanding of what makes people stop scrolling.
- Basic comfort with tools like Canva, Google Docs and a website CMS (WordPress or Shopify experience is a plus).
- Self-driven and organised: you can manage a content calendar and hit deadlines with light supervision.
- Open to feedback and quick to iterate.
- Bonus: interest in 4x4, overlanding, cars, or outdoor adventure - you'll be writing about our own expedition truck builds.

Bonus Points: TikTok and Short-Form Video

- Experience creating TikTok, Instagram Reels or YouTube Shorts content (personal or for a brand).
- Confidence shooting on a phone and editing in CapCut, InShot or Premiere Rush.
- A feel for hooks, pacing, trending sounds and on-screen captions.

Please include writing samples or links to content you've created when you apply.

What You'll Get

- Real, published work. Every portfolio entry, blog post and video you make goes live with your name credited — ready for your own portfolio.

- Ownership. You'll run the content end to end, not just assist.
- Hands-on skills in copywriting, SEO, social media strategy, CMS management and short-form video.
- Direct mentorship from the COO (ASEAN), with feedback on your work every week.
- Flexible working around your studies, based at our SUTD Innovation Hub space.
- A recommendation letter or LinkedIn recommendation on successful completion.

How to Apply

Send your CV, writing samples or content links, and a short note on why you want to build this brand with us to m@misumikaizen.com, subject: “Marketing & Content Intern - [Your Name]”. Indicate your availability (6 or 12 months) and earliest start date. We regret that only shortlisted candidates will be notified.

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For inquiries: Mika Nakamura, Head, Corporate Services · Email: m@misumikaizen.com

Web: miraiventures.ai | misumikaizen.com