

Company Name:	Homie Living Limited
Posting Date:	13 May 2024
Category:	ITC STEM Internship Scheme
Company Overview:	Homie Living currently is running an online platform homieliv.com for home categories goods and inspiration. The platform consists of an inspiration hub that focuses on delivering local interior design inspirations to the local audience, and also a product hub of products featured in the inspiration hub and consolidates options available at an affordable price with quality varieties and designs. The product hub is carrying more than 6000 SKU of products in 4 main categories of smart home, furniture, homeware and home electrics.
Company Website:	<a href="https://homieliv.com/">https://homieliv.com/</a>
Position/Title:	E-commerce Operations and Digital Marketing Intern
No. of vacancy(ies):	2
Proposed Internship Duration:	90 days
Job Description & Requirements:	<p><b>Job Description</b></p> <ul style="list-style-type: none"> <li>• Build and grow efficient processes for ensuring ecommerce fulfillment</li> <li>• Manage product data and information to fuel the fast growing SKU number on the ecommerce platform</li> <li>• Data analytics on product trends and convey new findings to the team</li> <li>• Data analytics of the online platform to map consumer decision journey and optimise ecommerce online journey and experience</li> <li>• Ensure superior customer experience from order placement to fulfillment</li> <li>• Plan and execute data driven digital marketing, including SEO/SEM on-platform and off-platform, social media, influencers, video, display and programmatic campaigns</li> <li>• Measure and report performance of all digital marketing campaigns data , and assess against goals (ROI and KPIs) to identify insights</li> <li>• Identify trends and insights, and optimize ad spend and performance based on the insight</li> </ul> <p><b>Job Requirements</b></p> <ul style="list-style-type: none"> <li>• Studying a Bachelor's Degree in data Science, computer engineering, and information systems related fields.</li> <li>• Strong aptitude for working with digital tools and digital marketing strategies</li> <li>• Enjoy applying data analysis in order to drive results and site enhancements</li> <li>• Knowledge of using Canva or Sketch or Adobe Creative Suite (Photoshop, Illustrator, Indesign) is a plus.</li> <li>• Technical knowledge of HTML editing is a plus.</li> <li>• An analytical mind and solve problem creatively</li> <li>• Ability to adapt to a changing environment quickly and easily</li> <li>• Ability to work in a fast-paced start up environment with self-starter work ethic</li> <li>• Working proficiency in Cantonese &amp; English.</li> <li>• Have not participated in STEM Internship Scheme before</li> </ul>
Internship Period:	<p>Summer Term 2024</p> <p>Full-time placements with a duration of no less than 4 consecutive weeks (28 calendar days)</p>
How to Apply:	<p><b>Please read the <a href="#">application guidelines</a> to ensure that you could fulfill the scheme requirements prior to applying for the intern(s).</b></p> <p>Interested students should submit your application directly to the employer with your</p>

	<p>CV at your earliest convenience.</p> <p>Email to <a href="mailto:career@homiehk.com">career@homiehk.com</a></p> <p>Application Deadline: 27/07/2024</p>
Salary / Hourly Rate:	<p>HK\$11,190 per month, capped at three months (i.e. 90 days, maximum at HK\$33,570) in one academic year under ITC STEM Internship Scheme</p> <p>For Summer 2024 Internships, the allowance is estimated to be disbursed in December 2024.</p>
Once confirm the internship offer:	<p>Student interns who confirm the internship offer are required to*:</p> <ol style="list-style-type: none"> <li>(1) submit declaration form which is available on <a href="#">SDSC's website</a> <b>before the commencement of internship;</b></li> <li>(2) declare as “Student Interns” or “Work Experience Students” if applicable for exemption of minimum wage requirement <b>before the commencement of internship;</b></li> <li>(3) report to SDSC via online registration form with supporting document(s) <b>before the commencement of internship;</b></li> <li>(4) submit the duly completed <b>Assessment/Evaluation Form</b> to SDSC for processing the allowance <b>upon completion of the whole internship period or the submission deadline, whichever is earlier.</b></li> </ol> <p><i>*Details please refer to the email “Internship - Guidelines and Procedures (Summer Term 2024)” sent on 7 May 2024</i></p>