

Company Name:	Smooji Limited
Posting Date:	2 May 2024
Category:	ITC STEM Internship Scheme
Company Overview:	Smooji is a food tech company, we revolutionize health journeys by providing a cost-effective solution with each nutritious smoothie. The time-saving convenience of the self-cleaning machine eliminates grocery shopping, preparation, and cleaning hassles. Users select their desired flavor, scan the cup, and enjoy a freshly made smoothie in minutes. With a wide range of frozen fruits and vegetables, Smooji ensures availability and offers well-balanced flavors crafted by expert dieticians. It promotes informed decision-making and encourages the consumption of diverse, nutrient-rich ingredients, making healthy living easy and accessible in Hong Kong.
Company Website:	<a href="http://www.smooji.co">www.smooji.co</a>
Position/Title:	Digital Marketing Specialist Intern
No. of vacancy(ies):	2
Proposed Internship Duration:	90 days
Job Description & Requirements:	<p><b>Job Description</b></p> <p>We are seeking a motivated Digital Marketing Specialist intern to join our team in the rapidly evolving food tech industry. This internship will provide hands-on experience in various aspects of digital marketing, data analytics, and industry analysis.</p> <p><b>Role and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• <b>Industry Analysis:</b> Research and analyze the food tech industry, including market trends and competitors. Provide reports and insights to support decision-making.</li> <li>• <b>Social Media Management:</b> Assist in managing social media channels, creating content, and engaging with the audience. Analyze metrics to optimize social media performance.</li> <li>• <b>Data Analytics:</b> Collect and analyze data from multiple sources, uncovering actionable insights. Use tools like Excel and SQL to present findings.</li> <li>• <b>Paid Advertising and Campaign Management:</b> Assist in developing and implementing paid advertising campaigns, including search engine marketing (SEM). Monitor and optimize campaign performance.</li> <li>• <b>Design Skills (Advantage):</b> Utilize design skills to create visually appealing graphics and promotional materials for digital marketing campaigns.</li> </ul> <p><b>Job Requirements</b></p> <p>Currently pursuing a degree in data analytics, creative media or a related field. Familiarity with social media platforms and digital marketing concepts. Basic knowledge of SEM and paid advertising. Proficiency in Excel, SQL, or other data analysis tools. Design skills (Adobe Photoshop, Illustrator, Canva etc.) are an advantage. Excellent communication and teamwork skills. Ability to multitask, prioritize, and meet deadlines.</p>
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 CV at your earliest convenience.</p>

Email to [info@smooji.co](mailto:info@smooji.co)

Application Deadline: 15/05/2024

Salary / Hourly Rate:

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  
For Summer 2024 Internships, the allowance is estimated to be disbursed in December 2024.

Once confirm the internship offer:

Student interns who confirm the internship offer are required to\*:

- (1) submit declaration form which is available on [SDSC's website](#) **before the commencement of internship;**
- (2) declare as “Student Interns” or “Work Experience Students” if applicable for exemption of minimum wage requirement **before the commencement of internship;**
- (3) report to SDSC via online registration form with supporting document(s) **before the commencement of internship;**
- (4) submit the duly completed **Assessment/Evaluation Form** to SDSC for processing the allowance **upon completion of the whole internship period or the submission deadline, whichever is earlier.**

*\*Details will be announced in due course*