

Company Name:	Peddy Pet Caring Hero Limited
Posting Date:	28 May 2024
Category:	ITC STEM Internship Scheme
Company Overview:	Peddy is an all-rounded, professional, convenience pet service platform and pursuing well-being of owners and their pets.
Company Website:	<a href="http://www.furypet.co">www.furypet.co</a>
Position/Title:	Digital Market Developer
No. of vacancy(ies):	1
Proposed Internship Duration:	90 days
Job Description & Requirements:	<p>Job Decsription:</p> <ul style="list-style-type: none"> <li>• Assist in the planning and execution of various digital channels, including SEO/SEM, Google Ads, database marketing, email, and social media.</li> <li>• Assist in coordinating advertising and marketing support, including influencer, social media, and other digital ads, to drive sales on these channels.</li> <li>• Assist in gathering information and supporting the measurement and reporting of the performance of digital marketing campaigns against goals (ROI and KPIs).</li> <li>• Collaborate and communicate effectively with internal teams and external parties to support the planning and execution of website development projects.</li> </ul> <p>Job Requirements:</p> <ul style="list-style-type: none"> <li>• For the students who are studying in Business, Computer Science, Information Technology degree.</li> <li>• Strong understanding of digital marketing, including data analysis, acquisition, and performance marketing.</li> <li>• Excellent command of written and spoken English and Chinese, with strong interpersonal skills.</li> <li>• Passion for digital communication techniques and technologies.</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 CV at your earliest convenience.</p> <p>Email to <a href="mailto:jobs@furypet.co">jobs@furypet.co</a></p> <p>Application Deadline: 25/07/2024</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:

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 please refer to the email “Internship - Guidelines and Procedures (Summer Term 2024)” sent on 17 May 2024*