Company Name:	MiExpert Limited
Posting Date:	11 June 2024
Category:	ITC STEM Internship Scheme
Company Overview:	We leverage data analytics and AI to provide customized solutions for a stress-free journey. We offer comprehensive information and tools to streamline the immigration process and empower our users to achieve their goals.
Position/Title:	Marketing & Community
No. of vacancy(ies):	2
Proposed Internship Duration:	59 days
Job Description & Requirements:	**Job Description:** • We provide a fun, ambitious and collaborative work environment • Interns can gain practical experience in the fast-paced business world • A reference letter will be provided upon satisfactory completion of the internship • Flexible working arrangements • Attractive salary and bonuses • Research and evaluate competitors marketing campaigns and digital content • Perform marketing analysis on the local immigration industry in Hong kong • Conceptualise and product engaging viral social content to make it trending • Create digital Ads on social media using tools like Facebook Business Manager or Google Ads • Develop a regional SEO/SEM strategy • Design promotional materials to improve sales conversion rate • Track monitor and understand content performance through insights and analytics • Carry out database and CRM for the company • Other tasks related to digital marketing **Job Requirements:** Currently pursuing a recognised university degree in Hong Kong, preferably in a full-time STEM programme • Have knowledge of digital marketing and CRM tools like Google Analytics • Have an understanding of content management system to manager internal database • Know how to create professional layouts using EDM and Microsoft PowerPoint • Be able to use content creation tools like Adobe illustrator, Photoshop and Premiere Pro • Be familiar with social media platforms like Instagram and Facebook • Excellent verbal and written communication skills in English and Chinese • Be an articulative, creative and organised individual • Display an interest in social media management • Can withstand working in a fast-paced environment
Internship Period:	Summer Term 2024 Full-time placements with a duration of no less than 4 consecutive weeks (28 calendar days)
How to Apply:	**Please read the application guidelines to ensure that you could fulfill the scheme requirements prior to applying for the intern(s).**

	Interested students should submit your application directly to the employer with your CV at your earliest convenience. Email to info@mi-expert.com Application Deadline: 30/06/2024
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 please refer to the email "Internship - Guidelines and Procedures (Summer Term 2024)" sent on 17 May 2024*