

Company Name:	Blendify Limited
Posting Date:	22 May 2024
Category:	ITC STEM Internship Scheme
Company Overview:	Blend&Go is a health and wellness food-tech startup specializing in providing healthy frozen fruit and vegetable cups to corporate clients. Utilizing our proprietary automated and self-cleaning machine, we blend 100% natural ingredients with no added sugar into smoothies. Blend&Go aims to empower and kick start healthy habits, one cup at a time.
Position/Title:	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>• Develop and implement digital marketing strategies.</li> <li>• Manage and optimize digital advertising campaigns.</li> <li>• Conduct market research and competitive analysis.</li> <li>• Create and manage content marketing initiatives.</li> <li>• Monitor website analytics and campaign performance.</li> <li>• Collaborate with cross-functional teams for brand consistency.</li> <li>• Utilize SEO techniques for improved search rankings.</li> </ul> <p><b>Job Requirements:</b></p> <ul style="list-style-type: none"> <li>• Strong knowledge of digital marketing strategies.</li> <li>• Proficiency in managing digital advertising campaigns.</li> <li>• Familiarity with market research and competitive analysis.</li> <li>• Excellent communication and writing skills.</li> <li>• Ability to create and manage content marketing.</li> <li>• Analytical mindset and data interpretation skills.</li> <li>• Knowledge of SEO techniques.</li> <li>• Experience in social media management.</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:info@blendandgohk.com">info@blendandgohk.com</a></p> <p>Application Deadline: 31/05/2024</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> <p>(1) submit declaration form which is available on <a href="#">SDSC's website</a> <b>before the commencement of internship;</b></p>

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|  | <ul style="list-style-type: none"><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></ul> |
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*\*Details please refer to the email “Internship - Guidelines and Procedures (Summer Term 2024)” sent on 7 May 2024*