

Bowtie Life Insurance Company Limited

About the company

We are the first licensed virtual insurer (虛擬保險公司) in Hong Kong. We believe that insurance is fundamentally good, and we are here to bring the good back through our passionate, innovative, and customer-obsessed team. We are also proud to bring deep domain expertise and our own proprietary modern technology into Hong Kong. As we grow, we're looking for highly dynamic, hands-on, and passionate talent to join our team.

Internship Information

As a young and fast-growing company, grooming and learning from the next generation is always our priority. We are looking for interns in marketing and growth to join us throughout the year - as a Bowtie intern, you will be treated as and work like the rest of the team (no fetch coffee duties), and gain experience in substantive marketing or growth projects.

Name of Department(s) offering internship positions:

Internship Duration: (3-12) months

Marketing Team – Full-time/ Part-time Marketing & Growth Intern

Internship Period: (2) / 2023 – (2) / 2024

Intern's Job Description

Job Duties:

- You will be assisting different teams within marketing for different projects and we hope the arrangement will give you a sense of what different functions do and how they work together as an overall picture.
- You will be working closely with us to gain some hands-on experience and deliver some projects/campaigns to pave way for your career in marketing.
- Assist in the execution of the ongoing marketing campaigns/ projects including, but not limited to, events, online product promotion.
- Support content development for social media platforms, blog articles and other marketing materials
- Assist in conducting market research, competitor monitoring, and analysis
- Prepare campaign performance evaluation by learning how to understand different marketing metrics from

Requirements:

- Education Background:
- University student
- Discipline Preferred:
- Current student in Business Administration, Marketing, Statistics, or related disciplines
- Technical Skills:
- Proficient in Microsoft Office
- Language Proficiency:
- English
- Cantonese
- (E) Others:
- Excellent command of spoken and written English and Chinese
- Excellent interpersonal, communication, and presentation skills

Google Analytics, Mixpanel and various ad platforms such as Facebook and Google Ads

- Multimedia skills such as video editing and photoshop, experience in data analytics tools, and programming skills are bonus
- Proactive, diligent, and a good team player
- Able to build collaborative relationships, demonstrate learning agility, and strives for excellence in execution

Enquiry email (if any): boman.chui@bowtie.com.hk