

CMB Wing Lung Bank Limited

About the company

CMB Wing Lung Bank, founded in 1933, is among the oldest local Chinese banks in Hong Kong and has become a member of China Merchants Bank Group since 2008.

China Merchants Bank, the 6th largest commercial bank by total assets in China, is currently among the top 100 banks in the world.

Bank Website: www.cmbwinglungbank.com

Bank Mobile App: Search “CMB Wing Lung Bank” at App Store or Google Play

Bank WeChat: choose “Add Contacts” to search either “招商永隆銀行” or “cmbwinglungbank”

Internship Information

Interns may be involved in projects in the following aspect:

- Mobile App with Mobile Banking
- Personal NET Banking
- ATM and VTM (Video Teller Machine)
- Digital Marketing
- Data Analyst

Name of Department(s) offering internship positions:

Digital Banking Department

Internship Duration: 12 months

Internship Period: 7 / 2023 – 6 / 2024

Intern's Job Description

Product Development

Job Duties:

- Assist in product design and defining good customer experienter
- Creative mind-set to apply new technology like AI to banking services
- Propose and develop e-channel service / product with innovative technology, especially in mobile channel
- Assist to manage end-to-end project cycle and in compliance with regulatory requirement
- Conduct market research and provide recommendation
- Communicate with relevant internal department(s) to collect specific business requirement
- Perform other duties as assigned

Requirements:

- (A) Education Background:
 - PG or UG student
- (B) Discipline Preferred:
 - Computer Science, Information Management, Business
- (C) Technical Skills:
 - Basic mobile app development skills / knowledge is preferred but not a must
- (D) Language Proficiency:
 - Good command of written and spoken English
 - Good command of written Chinese, spoken Cantonese and Putonghua
- (E) Others:
 - Interest/knowledge in digital banking and Fintech
 - Good documentation skills preferred

UX/UI Design

Job Duties:

- Focus on User-Centered Design thinking process and provide good experience for digital banking service
- Apply user experience design process including persona, storyboard, competitor analysis, user journey map, design ideation, rapid prototype and mock-up
- Participate in user research to identify customers' desire, need and pain points
- Assist design team to enhance cooperate style guide
- Turn business requirements into low/high fidelity design and prototypes
- Communicate with the team and provide rapid prototyping based on brainstorming
- Perform other duties as assigned

Requirements:

- (A) Education Background:
 - PG or UG student
- (B) Discipline Preferred:
 - Design, Computer Science, Information Management
- (C) Technical Skills:
 - Familiar with common design tools such as Sketch, Marvel, with knowledge of HTML/CSS is a plus
- (D) Language Proficiency:
 - Good command of written and spoken English
 - Good command of written Chinese, spoken Cantonese and Putonghua
- (E) Others:
 - Interest in user behavioral study or interface design
 - Logical thinking

Digital Marketing - Securities

Job Duties:

- Acquire insight marketing trends on securities products and keep strategies up-to-date
- Provide creative ideas, propose marketing and promotion campaign, especially in mobile channel and ensure compliance with regulatory requirement
- Perform data sourcing and analysis for marketing and promotion campaigns
- Perform statistical analysis for management reports generation
- Perform other duties as assigned

Requirements:

- (A) Education Background:
 - PG or UG student
- (B) Discipline Preferred:
 - Marketing, Business, Finance, Economics
- (C) Technical Skills:
 - Proficient in MS Office applications and Chinese word processing skills
 - Basic knowledge of securities market and banking industry/operation
- (D) Language Proficiency:
 - Good command of written and spoken English;
 - Good command of written Chinese, spoken Cantonese and Putonghua.
- (E) Others:
 - Interest in securities market and investment
 - Good business acumen, marketing sense and motivational skills
 - HKSI Paper I holder / Passed HKSI Paper I preferred

Digital Marketing

Job Duties:

- Provide creative ideas and copywriting for content marketing for website, App, WeChat etc.
- Propose and implement digital marketing campaign with innovative technology, especially in mobile channel
- Liaise with external parties to launch online media advertising on various online and social media platform
- Manage end-to-end project cycle and in compliance with regulatory requirement
- Acquire insight online marketing trends and keep strategies up-to-date
- Communicate with relevant internal department(s) to collect specific business requirement
- Perform other daily operation and duties as assigned

Requirements:

- (A) Education Background:
- PG or UG student
- (B) Discipline Preferred:
- Marketing, Business, Finance, Economics
- (C) Technical Skills:
- Basic mobile app development skills / knowledge, graphic design skill is preferred but not a must
- (D) Language Proficiency:
- Good command of written and spoken English
 - Good command of written Chinese, spoken Cantonese and Putonghua
- (E) Others:
- Good business acumen, marketing sense and motivational skills

Data Analysis

Job Duties:

- Be responsible for various statistical analysis needs of the business, and provide data support
- Complete irregular thematic analysis reports, and guide business decisions
- Assist in sorting out business data labels/indicators, and promote systematic construction
- Assist in promoting data product construction and operation promotion, including visual analysis platform, marketing operation platform, etc
- Perform other duties as assigned

Requirements:

- (A) Education Background:
- PG or UG student
- (B) Discipline Preferred:
- Digital Finance, Business, Computer Science, Economics
- (C) Technical Skills:
- Proficient in Python and SQL, sensitive to data, certain data analysis skills
 - Basic understanding of data mining techniques such as machine learning
- (D) Language Proficiency:
- Good command of written and spoken English
 - Good command of written Chinese, spoken Cantonese and Putonghua
- (E) Others:
- Experience in recommending projects, and experience in financial products is preferred.

Digital Account Management

Job Duties:

- Assist to identify high-net-worth customer needs and offer products services to meet those needs in support of sales targets.
- Assist to offer Our Bank's securities trading services to our high-net-worth /major customers.
- Communicate with inter-department(s) to grasp business requirement.
- Propose professional services on e-channel and maintain co-operation strategies
- Seize the opportunity to expand the client portfolio and solicit them to drive digital financial products
- Perform other duties as assigned

Requirements:

(E) Education Background:

- PG or UG student

(F) Discipline Preferred:

- Digital Finance, Business, Finance, Economics

(G) Technical Skills:

- Proficient in MS Office applications and processing skills

(H) Language Proficiency:

- Good command of written and spoken English;
- Good command of written Chinese, spoken Cantonese and Putonghua

(E) Others:

- Interested in working in securities and wealth management market
- Good business acumen, marketing sense and motivational skills
- HKSI Paper I holder / Passed HKSI Paper I preferred