

## Sun Life Hong Kong Limited

### About the company

Sun Life Hong Kong has been helping Hong Kong to shine brighter since Feb 22, 1892. Today, We provide professional financial services to both individual and corporate Clients through our individual life and health, pensions and group insurance, and third party administration businesses in Hong Kong. We are focused on providing top-quality protection and wealth management products, and retirement planning to satisfy our Clients' evolving needs at different life stages.

**Name of Department(s) offering internship positions:**

Digital Marketing

**Internship Duration:** (12) months

**Internship Period:** (Jul) / 2023 – (Jun) / 2024

### Intern's Job Description

#### Job Duties:

- Implement the content creation for social media (Facebook, Instagram etc.) and website with agencies
- Support on regular digital promotion campaign for higher brand presence and drive leads
- Provide campaign optimization suggestions, working closely with various internal parties and external agencies to develop effective promotion campaign and ensure marketing campaigns can run smoothly to achieve goals
- Optimize and monitor Search Engine Marketing (SEM) performances
- Implement Search Engine Optimization (SEO) strategy to improve search ranks on tactical keywords & overall site performance
- Support continuous website content update, direct marketing and lead management
- Assist in the formulation of strategies to build a lasting digital connection to connect with prospects and Clients
- Work on ad-hoc projects
- Handle routine reports and general support in the team

#### Requirements:

- (A) Education Background:
  - Full-time university students
- (B) Discipline Preferred:
  - Marketing or relevant field
- (C) Technical Skills:
  - Proficient in MS applications
- (D) Language Proficiency:
  - Proficient language in English and Chinese (Traditional and Simplified)
- (E) Others:
  - Passionate in social media, including Facebook, Instagram
  - Hardworking, possess a positive mindset and always ready to learn or try new things in social media is hugely preferred
  - Able to multi-task, manage priorities and work efficiently to meet tight deadlines under pressure
  - Ability to develop practical solutions, and adapt to new changes
  - Excellent interpersonal skills
  - Passionate and has zest in his/her work

Enquiry email (if any): [jerome.ck.fu@sunlife.com](mailto:jerome.ck.fu@sunlife.com), [jeremy.cs.lau@sunlife.com](mailto:jeremy.cs.lau@sunlife.com)