



WE'RE LOOKING FOR...

Digital Marketing & Communications Intern

Shared Value Initiative Hong Kong (SVIHK) is a non-profit organisation driving the purpose-led business movement in Hong Kong and China. We are funded by leading companies to accelerate shared value creation and establishing long-lasting and profitable business models while addressing unmet societal needs. Our dedicated programmes and vivid ecosystem bring unlikely partnerships that simultaneously create economic and social value.

The position:

The Digital Marketing & Communications Intern curates, develops and shares content on our digital platforms (website, social media, newsletter) around shared value, success stories, our programmes & events, including the curation of the People & Purpose Theatre at ReThink HK (Sep 2024). You will bring to life our partnerships with purpose-driven stakeholders, through cross-promotion and support to our Partnership & Experiences team. The role includes media monitoring, data analytics, and personal user journey curation. You will perform related work as needed, as well as participate in conversations about partnership, communications and marketing strategy. This position reports to the CEO. A successful candidate is curious about the purpose-driven sector, collaborative, has a solutions-oriented mindset, with an interest in ESG, the SDGs, economics, and social impact, and gets excited by the idea of working with some of the most impactful global brands out there.

What you will do:

- Create and edit engaging and impactful content for various digital platform, including website, blog posts, newsletters and social media
- Update and maintain our website using WordPress and social media presence, including daily monitoring, posting and scheduling, to drive engagement and collaboration
- Design event/programme visuals, infographics, and other marketing material
- Contribute to social media & website quantitative and qualitative analytics reporting (HubSpot, Moodle, Google Analytics, LinkedIn)
- Work with the team to keep the Customer Relationship Management (CRM) software up to date and to allow efficient campaigns, data measurement and reporting

What you will gain:

- Project management and teamwork experience
- Proficiency in communications & digital media for purpose-driven initiatives
- Sharpened skills in writing, design, and video content
- Networking opportunities within the purpose-led business community

What we are looking for:

- Under-graduate/post-graduate students in relevant fields (Communications, Journalism, Public affairs, Digital Marketing, or related disciplines preferred)
- Strong writing skills in English required; Cantonese and/or Mandarin Chinese is a plus
- An independent learner with sound analytical skills and high attention to detail
- Intermediate or proficient knowledge in Adobe InDesign and Photoshop highly desired
- Good command of digital marketing. Video-editing skills are a plus
- Proactive growth mindset and entrepreneurial spirit are critical
- Able to work part-time or full-time for ideally 6 months (June - Sep) - Option to extend over the rest of the year.

Please apply to people@sharedvaluehk.org with your CV and a cover letter.

Learn more about us: www.sharedvaluehk.org | [LinkedIn](#)

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