

Job Description

Company Name: Swire Resources Limited

Brand Name: Columbia

Job Title: Digital Marketing Intern

Department: Marketing

Work Mode: Full-time Part-time

Job Mode: Summer Internship Permanent (for Year 4)

A Brief Company Introduction

Swire Resources, a wholly owned subsidiary under the Trading & Industrial Division of Swire Pacific Limited, is a leading brand management, retail and distribution company in Hong Kong, Macau and Greater China. We operate over 200+ retail outlets in Hong Kong, Macau and the Chinese mainland, consisting of brand concept stores; multi-brand sports stores namely Marathon Sports, GigaSports, Catalog and Go Wild as well as franchise stores of leading sports brands such as Nike, Adidas and New Balance.

Responsibilities

1. To assist the digital team in creating engaging social media content, which includes developing captivating text, capturing eye-catching photos, and producing compelling short videos.
2. To arrange product seeding and provide support for PR promotion.
3. Conduct research to uplift brand image and increase brand exposure in HK & CN market
4. Assist the team in PR/admin logistics

Requirements

- Strong enthusiasm and passionate to build a career in retail industry
- Proactive, high learning agility and digital savvy
- With internship / working experience is highly preferred
- Strong academic track record, excellent command of written and spoken English and Chinese