



## Position Specification

Position Title: Digital Marketing Intern  
(Reference No. AG04-2022-CUHK-Internship)

The Opportunity: **This position is for current students at CUHK with an interest in exploring a career in digital marketing.**

The Digital Marketing Intern will assist in developing and managing our clients' digital presence and online communication programs to maximize sales opportunities and brand recognition. As an integral part of the marketing team, this position works closely with other marketing team members, graphic designers and IT web development team.

The Digital Marketing Intern will be tasked with initiatives across digital marketing media (including websites, SEO, and email marketing campaigns).

This position requires the candidate to develop a balance of strategic thinking, and technical proficiency in different digital marketing platforms.

Through this internship, The Digital Marketing Intern will gain an understanding of the industry landscape, and engage in client projects under supervision.

Main Duties:

1. Assisting the execution of digital initiatives.
2. Follow recommendations for best SEO practices to maximize qualified organic search traffic.
3. Manage the digital components of integrated marketing campaigns.

Desired Requirements:

Undergraduates in any discipline.  
No prior experience is required but keen to explore digital marketing.  
Self-initiative to learn website management.  
Good command of English or Chinese.  
Attention to details.



Internship duration: Flexible from 28 calendar days up to 59 calendar days; from July 4 to August 31, 2022.

Internship subsidy: HK\$600/day (8 hours of work). Our office hour is 9:30am to 6:30pm, with an one hour lunch break, Monday-Friday.

*General Note*

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Application procedure: Interested candidates shall send their application letters and CVs to [hr.comms@avalade.com](mailto:hr.comms@avalade.com). Qualified candidates will be invited to attend a written test and an interview. Candidates are expected to demonstrate their communication skills and other relevant skills as described in the Position Specification during the interview.