

Shanghai Commercial Bank

About the bank

Incorporated in November 1950, Shanghai Commercial Bank Ltd. is one of the most well known local Chinese banks in Hong Kong. At present, there are more than 40 local and overseas branches. The Bank has always been pursuing the motto of its founder, Mr. Kwang-pu Chen, to 'Serve the Community'. The Bank's slogan of 'For Personalized Service' and 'All in a Family' denotes the Bank's devotion to providing personalized services to its clients and promoting a harmonious relationship among its staff members.

Interns may be involved in projects in the following aspects:

- Digital Transformation Projects

Internship Information

Name of Department(s) offering internship positions:

Digital Transformation Division

Internship Duration: 12-month

Internship Period: 12 months starting anytime from Jun 2024

Intern's Job Description

Job Duties:

- Leverage of data analytics to enhance digital engagement activities, include planning and execution on social and digital activities
- Conduct data analysis and provide MI support
- Support and implement Fintech initiatives covering launch plan, user acceptance test and customer communication
- Assist Digital Engagement team head managing third parties vendor to ensure projects are delivered per defined objective, time and budget
- Assist in other ad hoc projects and tasks as required

Requirements:

- (A) Education Background:
 - PG or UG (year 2 or above) student
- (B) Discipline Preferred:
 - Marketing, creative media, digital marketing, advertising, communications or related disciplines
- (C) Technical Skills:
 - Content writing with good creative and language sense
- (D) Language Proficiency:
 - Good command of written and spoken English, written Chinese and spoken Cantonese
- (E) Others:
 - Passionate for social media creative ideas
 - Self-motivated with excellent communication skills
 - Attention to details and well-organized