

(Bowtie Life Insurance Company Limited)

About the company

We are the first licensed virtual insurer (虛擬保險公司) in Hong Kong. We believe that insurance is fundamentally good, and we are here to bring the good back through our passionate, innovative, and customer-centric team.

By combining our deep domain expertise and our own proprietary modern technology, we are building one of the most iconic, category-defining health insurance companies in Asia.

We take pride in moving fast all the time and our **track record** in moving ahead in the game. Our digital insurance platform is also **ranked #2 in the world** in Sia Partners' 2023 report.

Internship Information

As a young and fast-growing company, grooming and learning from the next generation is always our priority. We are looking for interns to join us throughout the year - as a Bowtie intern, you will be treated and work like the rest of the team (no fetching coffee duties), and gain experience in substantive marketing or growth projects.

We also offer return offers for high achievers who share **our values!**

Name of Department(s) offering internship positions:

Marketing-Product Proposition Intern

Internship Duration: (3-12) months

Internship Period: (6) / 2024 – (5) / 2025

Intern's Job Description

Job Duties:

- Conduct research and analysis on customer needs, market trends, and competitor offerings
- Create product roadmaps that outline the development and launch of new product propositions.
- Assist in the development of go-to-market strategies for new product propositions.
- Collaborate with cross-functional teams, including marketing, sales, and engineering, to ensure successful product launches.

Requirements:

(A) Education Background:

- Currently pursuing a Bachelor's or Master's degree

(B) Discipline Preferred:

- Business, Marketing, or a related field

(C) Technical Skills:

- Microsoft Office, Google Suite

(D) Language Proficiency:

- Both English & Cantonese

(E) Others:

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