

CMB Wing Lung Bank Limited

About the company

CMB Wing Lung Bank, founded in 1933, is among the oldest local Chinese banks in Hong Kong and has become a member of China Merchants Bank Group since 2008. **China Merchants Bank**, the 6th largest commercial bank by total assets in China, is currently among the top 100 banks in the world.

Bank Website: www.cmbwinglungbank.com

Bank Mobile App: Search “CMB Wing Lung Bank” at App Store or Google Play

Bank WeChat: choose “Add Contacts” to search either “招商永隆銀行” or “cmbwinglungbank”

Internship Information

Interns may be involved in projects in the following aspect:

- Mobile App with Mobile Banking
- Personal NET Banking
- ATM and VTM (Video Teller Machine)
- Digital Marketing
- Data Analyst

Name of Department(s) offering internship positions:
Digital Banking Department

Internship Duration: 12 months
Internship Period: Jul/2022 – Jun/2023

Intern's Job Description

Product Manager

Job Duties:

- Lead product design and define good customer experience as product owner
- Creative mind-set to apply new technology like AI to banking services
- Propose and develop e-channel service / product with innovative technology, especially in mobile channel
- Manage end-to-end project cycle and in compliance with regulatory requirement
- Conduct market research and provide recommendation
- Communicate with relevant internal department(s) to collect specific business requirement
- Able to handle task and resolve issue with minimal supervision
- Perform other duties as assigned

Requirements:

- (A) Education Background:
 - PG or UG student.
- (B) Discipline Preferred:
 - Computer Science, Business
- (C) Technical Skills:
 - Basic mobile app development skills / knowledge is preferred but not a must
- (D) Language Proficiency:
 - Good command of written and spoken English;
 - Good command of written Chinese, spoken Cantonese and Putonghua.
- (E) Others:
 - Interest/knowledge in digital banking and Fintech

UX/UI Designer

Job Duties:

- Focus on User-Centered Design thinking process and provide good experience for digital banking service
- Apply user experience design process including persona, storyboard, competitor analysis, user journey map, design ideation, rapid prototype and mock-up.
- Participate in user research to identify customers' desire, need and pain points.
- Assist design team to enhance cooperate style guide.
- Turn business requirements into low/high fidelity design and prototypes.
- Able to come up with original design idea.
- Team player. Communicate with the team and provide rapid prototyping based on brainstorming

Requirements:

- (A) Education Background:
 - PG or UG student.
- (B) Discipline Preferred:
 - Design, psychology, IT
- (C) Technical Skills:
 - Logical thinking
- (D) Language Proficiency:
 - Good command of written and spoken English;
 - Good command of written Chinese, spoken Cantonese and Putonghua.
- (E) Others:
 - Interest in user behavioral study or interface design.

Securities Digital Marketing Specialist

Job Duties:

- Acquire insight marketing trends on securities products and keep strategies up-to-date
- Provide creative ideas and propose marketing and promotion campaign, especially in mobile channel
- Performing data sourcing and analysis for marketing and promotion campaigns
- Performing statistical analysis for management reports generation
- Able to handle task and resolve issue with minimal supervision
- Office administration services
- Perform other duties as assigned

Requirements:

- (A) Education Background:
 - PG or UG student.
- (B) Discipline Preferred:
 - Marketing, Business, Finance
- (C) Technical Skills:
 - Proficient in MS Office applications and Chinese word processing skills
- (D) Language Proficiency:
 - Good command of written and spoken English;
 - Good command of written Chinese, spoken Cantonese and Putonghua.
- (E) Others:
 - Interest in securities market and investment
 - Good business acumen, marketing sense and motivational skills

Digital Marketing Specialist

Job Duties:

- Provide creative ideas for content marketing and update website, App, WeChat etc.
- Propose and implement digital marketing campaign with innovative technology, especially in mobile channel
- Manage end-to-end project cycle and in compliance with regulatory requirement
- Acquire insight online marketing trends and keep strategies up-to-date
- Communicate with relevant internal department(s) to collect specific business requirement
- Able to handle task and resolve issue with minimal supervision
- Perform other duties as assigned

Requirements:

- (A) Education Background:
- PG or UG student.
- (B) Discipline Preferred:
- Marketing, Business
- (C) Technical Skills:
- Basic mobile app development skills / knowledge is preferred but not a must
- (D) Language Proficiency:
- Good command of written and spoken English;
 - Good command of written Chinese, spoken Cantonese and Putonghua.
- (E) Others: -

Data Analyst

Job Duties:

- Responsible for data analytics for Retail Banking
- Responsible for planning and designing data analytics and recommendation system
- Mining customers' needs, understanding and targeting customer's financial products
- Responsible for data project coordination and promote app products iteration based on data analysis user research, etc.

Requirements:

- (A) Proficient in Python and SQL, sensitive to data, certain data analysis skills
- (B) Basic understanding of data mining techniques such as machine learning
- (C) Flexible thinking, good communication skills and project promotion skills
- (D) Understanding the industry's intelligent development trend, and take the initiative
- (E) Experience in recommending projects, and experience in financial products is preferred.

Digital Account Manager

Job Duties:

- Identify high-net-worth customer needs and offer products services to meet those needs in support of sales targets.
- Offer Our Bank's securities trading services to our high-net-worth /major customers.
- Communicate with inter-department(s) to grasp business requirement.
- Propose professional services on e-channel and maintain co-operation strategies
- Seize the opportunity to expand the client portfolio and solicit them to drive digital financial products
- Able to handle task and resolve issue with minimal supervision
- Perform other duties as assigned

Requirements:

- (A) Education Background:
 - PG or UG student.
- (B) Discipline Preferred:
 - Digital Finance, Business
- (C) Technical Skills:
 - Proficient in MS Office applications and processing skills
- (D) Language Proficiency:
 - Good command of written and spoken English;
 - Good command of written Chinese, spoken Cantonese and Putonghua
- (E) Others:
 - Interested in working in securities and wealth management market
 - Good business acumen, marketing sense and motivational skills

Enquiry email (if any):