

China Life Insurance (Overseas) Company Limited

About the company

China Life Insurance (Overseas) Company Limited is a company that is wholly owned by China Life Insurance Group Company, functioned as promoting Group's business development overseas, with branches in Hong Kong and Macau. To cope with our business growth, we are inviting high caliber professionals to join our Head Office in Hong Kong. We are inviting high caliber candidates to join our professional team for meeting our rapid growth in Hong Kong and China.* Source: 'Top 500 Most Valuable Chinese Brands' 2018 by World Brand Lab

Internship Information

Name of Department(s) offering internship positions:

Internship Duration: (6) months

Digital Marketing Student Internship

Internship Period: () / 2023 – () / 2024

Intern's Job Description

Job Duties:

- Support our Performance Management Team to monitor platforms operation;
- Conduct Market research and prepare market insight reports;
- Assist on digital product planning and promotion; Assist on digital campaigns;
- Assist to carry out data analysis; track user behavior, collect user feedback, identify user needs, and continue to improve products;
- Works alongside the Project Manager to plan and execute digital projects;
- Other ad hoc tasks assigned;

Requirements:

- University Students from Marketing, Business Administration and other related majors are preferred;
- With interest to explore online marketing platform planning and management, media buying, familiar with Google Analytics, SEM, SEO is preferred;
- Detailed mindset, with "can do" attitude and be able to work independently;
- Proficiency in MS OFFICE, especially Excel and PowerPoint;
- Good command of written Chinese and English;

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(A) Education Background:

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(B) Discipline Preferred:

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(C) Technical Skills:

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(D) Language Proficiency:

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(E) Others:

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Enquiry email (if any):