

## Citi Hong Kong - Placement Analyst (Digital Acquisition)

### About the bank

Citi's Global Consumer Bank (GCB) serves more than 100 million clients across the world. Our elite teams work at the forefront of technology, providing best-in-class solutions to consumers and small business. Powered by innovative minds, we continually seek to go far beyond expectations, consistently enhancing lives and the way people bank, to shape the future of global banking.

You will find GCB strategically positioned in the world's top cities with the highest consumer banking growth potential, across all four of our global regions. We have five primary business lines: Branded and Retail Services, Retail Banking and Wealth Management, Mortgage, Credit Cards, and Commercial Banking. Together, they account for 4,000 branches, \$320 billion in deposits, \$285 billion in loans, and \$145 billion in assets under management. GCB is the leading credit card issuer in the world, with more than \$145 billion in receivables across branded and private label cards.

### Development Opportunities:

- Experience and leverage Fintech and Martech to drive digital banking business
- Deep dive in the data from various digital platforms to analyse and get actionable insight to drive business digitally and extend the learning to improve overall digital banking experience.
- Experience the process of how to integrate consumer insights and pain points into communications with right contents and right channels, end-to-end decision making process from planning to deployment, and, ultimately, influence product and proposition development
- Participant in revolutionary digital banking project to implement end to end process on campaign development and implementation

**Name of Department(s) offering internship positions:**

**Digital Acquisition Team, Digital Sales & Marketing Team, Global Consumer Bank**

**Internship Duration: 6 months/ 12 months**

**Internship Period: Start in Jun/ Dec 2020**

### Intern's Job Description

#### Job Duties:

An opportunity to contribute to key digital marketing initiatives including:

- Digital Transformation for Marketing through implementing and leveraging cutting-edge marketing technologies
- Be part of the Marketing Scrum team and work with a range of senior management to formulate a customer-centric and digital-based marketing model to drive on-going communication excellence and to explore more opportunities to drive digital acquisition, cross-selling and customer engagement
- Deep-dive digital marketing performance statistics and design a model for on-going testing and tracking to measure uplift and introduce A/B testing

#### Digital Acquisition

- Formulate business and media strategies on digital acquisition to achieve business goals including achieving acquisition target and increasing digital channel's share
- Leverage data from internal and external digital platforms to provide insight on planning and optimizing digital campaigns
- Leverage data from web analytic tool to evaluate user journey from an end-to-end perspective and provide insight and suggestion to improve user experience in digital banking platforms.

#### Digital Banking Solutions for tomorrow

- Assist senior members of the Digital Acquisition team to implement marketing technologies in the Digital Banking Solutions and pave the way to drive business digitally from the launch of the solutions
- Work with internal team and external agencies on digital acquisition strategy and planning.

### Requirements:

#### (A) Education Background:

- Undergraduate / Postgraduate students graduating between Dec 2021 – Summer 2022, with minimum CGPA of 3.0 / 4.0

#### (B) Discipline Preferred:

- Any Discipline

#### (C) Attributes:

- Strong analytical and problem solving skills
- A creative thinker with true passionate about mobile, apps and disruptive technology
- Knowledge of software development
- Excellent communication and interpersonal skills, confident in working with technical and business teams
- Flexible, ability to work under pressure and detail-minded
- Excel (advance)

#### (D) Language Proficiency:

- English (excellent in written/typing/verbal/reading)
- Cantonese (excellent in written/typing/verbal/reading)

### **What you should not miss out**

The FinTech revolution is about much more than a changing tech stack. At the heart of the transformation is the way institutions communicate with clients. For a bank this requires rebooting the channels that it uses for client engagement, the storytelling and language in its messaging, and the ability to demonstrate a genuine relevance to their needs. While startups have had the lead in developing besting practices, this is an opportunity to use Citi's vast client network to continue to innovate at scale. This is central to our digital transformation and so the role will have significant exposure to senior management to guide them in how to communicate authentically with digital natives. Keep calm and take your first steps to becoming a FinTech KOL.

This is a quick pass into our 2020 Global Consumer Bank Summer Analyst Program, which eventually serves as the entry ticket of our 2021 GCB Full Time Analyst Program