

Citi Hong Kong - Placement Analyst (Marketing)

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 the revolutionary project on how the bank remodel its banking services via digital transformation to attract, engage and acquire a new generation of customers via full funnel online and social marketing channels
- Hands-on exposure to the latest social media trends and operation to develop creative social media strategy to increase relevance and engagement of the bank among target customers
- At the forefront to uncover and deep dive customers' insights and to engage with Citi fans via and industry-pioneering online community

Name of Department(s) offering internship positions:

Marketing Team, Global Consumer Bank

Intern's Job Description

Job Duties:

Digital Banking Solutions for tomorrow

- Be part of the marketing team and work with a range of senior management and regional / local team members to plan and run the marketing campaign on a revolutionary project for the next generation banking services.
- Initiate ideas and identify opportunities for social media strategy and tactics for the launch
- Support Marketing team the end to end process for insights input and campaign development / implementation
- Work with creative and media agencies for media planning, creative design and social content creation

Online Community

- Design and implement online consumer researches for beta testing and product launches to unearth consumer insights on topics ranging from messaging through UI/UX
- Initiate ideas and implement members' activities that will involve senior management to drive members engagement

Social Media

- Drive long term customers engagement through on-going content creation and feedback management
- Drive business opportunities by learning and implementing latest social platform tools and deep-dive social data
- Communicate closely with media partners (e.g. Facebook, Google) to review strategies and explore opportunities to drive engagement and business

Internship Duration: 6 months/ 12 months

Internship Period: Start in Jun/ Dec 2020

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 (intermediate)

(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

FINTECH CAREER ACCELERATOR SCHEME 2019/20

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