

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
- Digital Marketing
- Data Analyst

Name of Department(s) offering internship positions:

Securities Department

Internship Duration: 6 months

Internship Period: 7 / 2025 – 1 / 2026

Intern's Job Description

Digital Marketing

Job Duties:

- Provide creative ideas and copywriting for content marketing for website, App, WeChat etc.
- Propose and implement digital marketing campaign with innovative technology, especially in mobile channel
- Liaise with external parties to launch online media advertising on various online and social media platform
- 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
- Perform other daily operation and duties as assigned

Requirements:

(A) Education Background:

- PG or UG student

(A) Discipline Preferred:

- Marketing, Business, Finance, Economics

(B) Technical Skills:

- Basic mobile app development skills / knowledge, graphic design skill is preferred but not a must

(C) Language Proficiency:

- Good command of written and spoken English
- Good command of written Chinese, spoken Cantonese and Putonghua

(E) Others:

- Good business acumen, marketing sense and motivational skills
- HKSI Paper I holder / Passed HKSI Paper I preferred

Enquiry email: trainee@cmbwinglungbank.com