



## DIGITAL MARKETING & EVENTS INTERNSHIP

3 months Part-Time or Full-Time | Office located in Central

### THE AUSTRALIAN CHAMBER OF COMMERCE IN HONG KONG

AustCham Hong Kong is one of the most influential international chambers in Hong Kong and is the largest international Australian Chamber of Commerce. We have an active and committed membership of about 1,000 individuals representing about 500 companies. We are a non-government, non-profit member organisation that exists to promote and foster Australian business opportunities in Hong Kong and Australia.

The Chamber Secretariat is a nimble and tight-knit team, working flexibly and collaboratively in the best interests of the team's overall goals. We prioritise a culture of transparency, cooperation and teamwork whilst also promoting personal development.

### ROLE & RESPONSIBILITIES

#### DIGITAL MARKETING

- **Email marketing:** Execution of daily campaigns, communications, and events, as well as coordination of email advertising. Oversight of the contact base of over 5000 on the mailing platform, Campaign Monitor and integrated CRM system. And management of the digital marketing schedule.
- **Weekly email flyer:** A key deliverable will be to curate the weekly email update to members and the broader network.
- **Digital branding and design:** Maintenance of branded materials using Adobe Creative Suite and Office Suite for events, website, campaigns, forms, presentation etc.
- **Copywriting, editing and research** for branded communications materials, social media, events, webpages, and email marketing.
- **Social media** management and synchronisation with ongoing communications and campaigns.
- **Create reports and analyse** digital marketing metrics and performance for internal enhancement, and for external advertisers.

#### EVENTS

- Liaise with venues, event partners, sponsors, high-calibre speakers and members and guests.
- Assist with creating and sending event flyers and marketing materials.
- Assist with event registrations and other administrative tasks including set up and logistics.
- Assist in managing the events and supported events webpages.

The successful candidate will receive bespoke exposure to key business leaders and policy makers through engagement in various meetings including, but not limited to AustCham team meetings; AustCham committee meetings; external meetings with various members and stakeholders.

Working closely with the Chief Executive and other managers, this position promises an intensive, hands-on experience with the potential for continuation after the summer period.

## PREFERRED SKILLS & EXPERIENCE

- A keen interest in learning about international business, and the Hong Kong and Greater China business relationship with Australia
- Proficient in using Adobe Photoshop and Microsoft Office Suite
- Experience managing website content and emailing platforms preferable.
- Excellent written and verbal English communications skills, Cantonese and Mandarin are a bonus
- A good eye for professional design advantageous.

## TIMING

Immediately available

## APPLY NOW

Applications, including a cover letter addressing the above criteria, detailed resume and availability should be sent to Miss Isabella Chan at [isabella.chan@austcham.com.hk](mailto:isabella.chan@austcham.com.hk), with email subject: **Digital Marketing & Events Internship**.

Application deadline Monday 19 April 2021.