

## **Marketing and Customer Experience Internship Programme**

Marketing and Customer Experience Internship Programme is a unique opportunity for those who are interested in developing a career on marketing and communications in arts and cultural field. Interns will be able to work closely with professional staff and gain practical training.

Besides working on their specific projects under the supervision of their assigned mentors, the interns will also have the chance to learn from senior members of the team in a series of sharing sessions.

We are offering 6 months paid full time internship opportunities in a range of the following areas:

- Accessibility (Ref: R1375)
- Campaign Marketing (Museums) (Ref: R1373)
- Campaign Marketing (Performing Arts) (Ref: R1374)
- Digital Communications (Ref: R1372)
- Website (Ref: R1376)

### **Marketing and Customer Experience Intern (Accessibility) (Ref: R1375)**

The Accessibility intern will work with members from the Accessibility Office, promoting inclusion and accessibility with both internal and external parties to create a welcoming environment for all. The internship offers opportunities to learn about practical skills and concerns in engaging different communities in various areas of works of the district, work on researches in relation to technologies as well as best practices of accessibility across the globe, and liaise with wide range of stakeholders to arrange access audits or training activities on inclusion and accessibility. This internship is particularly suitable for individuals who are interested in exploring issues on access, equality and diversity as global emerging trends, and expanding their professional skills to engage with a wider spectrum of customers including older persons, people with disabilities and minority groups, etc.

#### **YOU NEED:**

- To be a graduate with a recognised institution degree, diploma in any disciplines or equivalent qualification, preferably with Social Science, Communications, Universal Design, Human Rights, Equality, Accessibility, Diversity and Disability-related trainings;
- Have a strong interest in promoting inclusion and accessibility; or research on best practices and technologies of accessibility;
- Have knowledge or experience in working with a wider spectrum of customers, and understanding of the Convention on the Rights of Persons with Disabilities would be a plus; and
- Possess good command of spoken and written English and Chinese.

### **Marketing and Customer Experience Intern (Campaign Marketing, Museums) (Ref: R1373)**

The Campaign Marketing (Museums) intern will work under the supervision of Marketing Manager. The Internship will provide the intern with the valuable opportunity to learn how to engage new and likely audiences for events organised by M+, a new museum of visual culture, and Hong Kong Palace Museum (HKPM). The intern will gain practical experience in coordinating marketing plans and developing social media content for different areas of museums, including exhibitions, digital initiatives, retail business and learning programmes. The intern will also work on brand development project for M+ & HKPM and marketing campaign of M+ opening.

#### **YOU NEED:**

- To be a graduate with a recognised institution degree or equivalent qualification in Marketing, Museum Studies, Cultural Management, Language or related disciplines;
- Have a strong interest in art marketing or visual culture with basic knowledge about social media and online marketing; and
- Possess good command of spoken and written English and Chinese.

### **Marketing and Customer Experience Intern (Campaign Marketing, Performing Arts) (Ref: R1374)**

The Campaign Marketing (Performing Arts) intern will be tasked with marketing responsibilities for the two new venues the Xiqu Centre and Freespace, as well as the Art Park and the Cultural District as a whole. Working closely with colleagues from the Performing Arts Division and supporting functions including digital marketing and social media content production, advertising, print productions and branding related tasks. This internship will provide an insight into art marketing and knowledge of branding one of the largest cultural projects in the world.

#### **YOU NEED:**

- To be a graduate with a recognised institution degree or equivalent qualification in Marketing, Communications, Journalism, Arts and Cultural related, Language, Tourism and Hospitality or related disciplines;
- Have a strong interest in art marketing or performing arts, familiarised with the impact and content creation on social media, understanding of digital marketing and advertising; and
- Possess good command of spoken and written English and Chinese.

### **Marketing and Customer Experience Intern (Digital Communications) (Ref: R1372)**

The Digital Communications intern will work under the supervision of Manager, Digital Communications. The internship is designed to help intern learn about the role of digital marketing, effective customer experience design and engagement online and within the district through technology, and gain practical experience in producing content for different channels such as social media, email or apps, evaluating performance by digital tools through analytics and CRM system, as well as helping to develop new digital tools such as mobile apps.

#### **YOU NEED:**

- To be a graduate with a recognised institution degree or equivalent qualification in Marketing, Communications, Business Administration, Digital, Journalism, Advertising, Arts and Cultural related, Language, Tourism and Hospitality or related disciplines
- Have a strong interest in digital marketing, mobile app / latest business technology; or customer relationship management or visitor journey mapping / personalisation;
- Have knowledge or experience on SEM (search engine marketing / social advertising), HTML, Google Analytics or other data analytics tools would be a plus; and
- Possess good command of spoken and written English and Chinese.

### **Marketing and Customer Experience Intern (Website) (Ref: R1376)**

The Web intern will work with Website Revamp Project team to redesign the website (westkwoon.hk). This will be a challenging “Product Creation” experience from design thinking, content review, User Experience Design, concept testing, customer journey, coding, testing and roll out.

Your mentor will guide you and help you experience working in an agile and challenging environment. You will understand why teamwork makes the dream work. You will work on live projects and be encouraged to find solutions to problems. The internship will also have the chance to experience various business and operational areas including web and ticketing analytics, day-to-day web content publishing, ticketing system enhancement and implementation across the M+ building, Xiqu and Freespace digital signage system.

#### **YOU NEED:**

- To be a graduate with a recognised institution degree or diploma in Marketing, Editorial, Languages, Project Management, Information System, Web Technology, Multimedia Applications or Computer Sciences;
- Be interested in translating customer journey and interaction into website development;
- To work as a member of the team and adhering to project delivery timelines;
- To work on assisting other team members and colleagues to create and maintain documentation; and
- Be good in either Chinese/English languages for web publishing or good in HTML for technical development.

APPLICATION:

Candidates must be permanent residents of the Hong Kong Special Administrative Region at the time of appointment unless specified otherwise.

If you are interested in an internship, please submit your application along with your CV via online application (<https://wd3.myworkdaysite.com/en-US/recruiting/wkcda/External>) on or before 17 September 2020. Applicants are encouraged to submit their applications as soon as possible. The review of applications will continue until the post is filled.

Data collected will only be used for job application processing. Applicants not being invited for interview within 4 weeks from the submission date may assume their applications unsuccessful.

All related information will be kept up to 24 months and all personal data will be destroyed afterwards.

For more information

<http://www.westkowloon.hk> or contact

Ms. Amanda Tai at 2200-0116