Digital Marketing Intern
Job Description

Gentle Kids (小君子) is an educational app designed for 4-9 years old children with advanced technologies to strengthen the parent-child relationship and nurture kids with better conduct, manners, respect, and interpersonal skill. Gentle Kids Limited is the pioneer in the education industry to provide inclusive education by applying new technology and give solutions to social issues. If you also want to be a pioneer, create great works for society and work in a fast-pacing start-up environment, join us now.

Please visit our website or facebook if you want to know more about GentleKids Limited
Website: https://www.gentlekids.com.hk
Facebook: https://www.facebook.com/gentlekidsHK

Responsibilities

Depends on your skills, you will work on...

- Providing input for design and creative assets to maintain our social media presence
- Assisting managers in developing digital marketing strategies and campaigns to achieve traffic and business goals
- Negotiating and assisting the external media suppliers
- Using our given characters to design advertising and course material
- Being the Gentle Kids Ambassador and communicating with customers (parents and children)
- Working on making animation or video productions
- Organising marketing events for customers
- Creative writing for press release, digital marketing content and etc.

Requirements

- Looking for pioneer with entrepreneurial spirit
- Local students (including undergraduates or postgraduates) in Hong Kong currently enrolling in one of the full-time STEM programmes offered by a local University
- Good negotiating skill and presentable
- Have interest in digital marketing and experience in using social media platform
- Experience in teaching kids and communicating well with parents is a plus
- Familiarity with designing software is a plus (e.g. Photoshop, AI, After Effects, etc.)
- High GPA is not a criteria here.
- Passion in designing cartoon and graphic for kids
- Experience in video production or animation is a plus
- Excellent communication in both verbal and written Chinese and English
- Excellent team player, creative and fast learner
- Self-motivated, work independently, detail-minded and passionate
- Be able to work under pressure with tight timelines and multi-tasking capabilities

What We Offer

- Flexible working hours
- Work in a fast-growing platform business with the atmosphere of a fun start-up
- Free and Paid Shuttle Bus

Application Methods

Interested candidates please send CV or any portfolio that you are comfortable to share with us to career@gentlekids.com.hk

Shortlisted candidates will be invited for the next stage of the recruitment process within four weeks. Gentle Kids Limited reserves all rights to make final decisions on all related issues. Personal data collected will be used for recruitment purposes only. Please note that only shortlisted candidates will be notified of the application result.