ITC STEM Internship Scheme 2021-22

**Company:** Kachick AI Limited

**Position 1:** Digital Marketing Associate  
**Position 2:** Market Growth Hacker  
**Position 3:** UI _ UX Designer  
**Position 4:** Software Engineer

**Brief Company Information**

Based in Hong Kong, KaChick is an ecosystem built around photographers and the visuals they create. We have built Gump (https://gump.gg), a platform that helps photographers collaborate with their clients through a seamless experience.

Gump is a visual collaboration platform built around passionate photographers. Our mission is to empower these superheroes who create and capture meaningful memories for this world. From photos upload, selection, comment to approval, we help photographers bring extraordinary experience to their clients.

Our community of 10,000+ creators spans across 1,200 cities in Asia, including Hong Kong, Taiwan, Vietnam, Philippines, Singapore, Malaysia, Indonesia, Brunei, and so on. In the past 2 years, over 12 million images have been transferred through Gump.

We are an alumni of the Cyberport Incubation Program and had been admitted to Appworks (Taiwan based largest accelerator in South East Asia), Taiwan Startup Stadium, 2018 and 2019 Startup School Program by Y Combinator. Clients and partners include Cathay Pacific, Cyberport, Grand Hyatt, CEO Magazine, HKUST, AIA, etc.

**Position 1: Digital Marketing Associate**

We are now offering an exciting opportunity for a creative individual to craft content that moves people through visual storytelling. You will go from generating fun ideas, mood boards, visual references to producing video and animations; formulating plans and executing for online/offline marketing campaigns, managing social media channels and metrics on Facebook, Instagram, email; as well as managing content marketing programs.

The right candidate will excel in creative, fast-paced, high-growth environments, and thrive on the personal and professional satisfaction of being on a winning team. KaChick values self-starters and provides maximum flexibility to support your needs to grow. We and our various business partners will
along the way provide mentorship for feedback and guidance. You will learn a lot about real-life business implications from the process.

**Job Description**
- Collaborate with managers and interns to ensure campaigns are executed properly and promptly.
- Building funnels for optimal conversions
- Conduct all types of marketing initiatives, specifically “Video Marketing, Email Marketing, Content Marketing”
- Test and optimize marketing tactics for all campaigns and conversion rate optimization
- Collaborate with channel-specific marketing teammates (blogging, email, social media, etc.) to identify areas for growth
- Test and optimize marketing tactics for customer acquisition (e.g. online advertising, direct mail, out of home, affiliate) and conversion rate optimization
- Conduct and present competitive analyses and market research
- Brainstorming and developing ideas for creative marketing campaigns.
- Generate innovative ideas to promote our brand and our products.
- Translate ideas to actionable items that deliver business results

**Requirements**
- Undergraduates enrolling in one of the full-time STEM programmes
- Experience in video and animation-making
- Experience in digital and social media marketing will be an advantage
- Experience with the Google Drive suite, MS Word and Excel
- Flexibility to work in a fast-paced environment
- Strong communication skills and ability to think creatively and independently about a variety of challenges whilst working as part of a team
- Passion for the startup world and an eagerness to connect with an international audience
- Photography lover/photographer preferred

**Languages Required**
- Excellent proficiency in spoken and written English
- Proficiency in Chinese preferred
- Proficiency in other language(s) advantageous
Position 2: Market Growth Hacker

We are now offering an exciting opportunity for a motivated individual to take part in scaling our world-class business in Asia. You will enjoy all the benefits as part of a young team with a flat structure.

We believe in empowering our team members so you will get hands-on exposure from the full cycle of identifying and qualifying sales leads, pitching and retaining relationships with new and existing clients, to exploring collaborative partnerships.

The right candidate will excel in creative, fast-paced, high-growth environments, and thrives on the personal and professional satisfaction of being on a winning team. This represents a rare opportunity in Hong Kong to really showcase your talents in a role with vast exposure. KaChick and its various business partners will along the way provide mentorship for feedback and guidance. You will also learn about real-life business implications from the process.

Job Description

- Collaborate with managers and interns to ensure campaigns are executed properly and promptly.
- Building funnels for optimal conversions
- Conduct all types of marketing initiatives, specifically “Video Marketing, Email Marketing, Content Marketing”
- Test and optimize marketing tactics for all campaigns and conversion rate optimization
- Develop and implement front-end web code where appropriate to launch interactive tools and apps benefiting the marketing team’s goals
- Collaborate with channel-specific marketing teammates (blogging, email, social media, etc.) to identify areas for growth
- Test and optimize marketing tactics for customer acquisition (e.g. online advertising, direct mail, out of home, affiliate) and conversion rate optimization
- Conduct and present competitive analyses and market research
- Brainstorming and developing ideas for creative marketing campaigns.
- Propose creative new projects, from building free tools and apps that attract prospects and convert leads to testing new approaches to capturing existing demand
- Generate innovative ideas to promote our brand and our products.
- Translate ideas to actionable items that deliver business results
- Analyze, recommend and lead implementation of improvement initiatives

Requirements

- Undergraduates enrolling in one of the full-time STEM programmes
- Self-starter who thrives in a fast-paced, early-stage startup environment
• Being data-driven and kind of a data-geek: clear understanding of data, analytics, metrics and statistics
• Being social and understanding users’ behavior; having great customer relations skills
• A/B Testing and Data Analytics experience
• Knowledge about both inbound and outbound marketing
• Not being scared of pivoting
• Being performance and results-oriented
• Being curious and creative
• Being relentless in pursuit of growth
• Experience with SEO and specific optimization algorithms is a plus
• Knowledge of HTML5, CSS3, Java/jQuery
• Applicable knowledge of HTML5, CSS3, JavaScript, and jQuery
• Experience with A/B Testing, Email marketing builder (ex MailChimp), CRM (exHubSpot), and sales/marketing techniques to automate workflows

Position 3: UI _ UX Designer

Your responsibilities would include all phases of product design from ideation, user research, prototyping, design iteration, and high fidelity UI and specs. You will combine interfaces and workflows to enhance user experience. To be successful in this role, you should have experience with design software and wireframe tool, as well as a portfolio of professional design projects that includes work with web/mobile applications. Ultimately, you’ll create both functional and appealing features that address needs and bring real joy to customers. You will also make a user-friendly and intuitive product to attract and retain customers.

Job Description
• Understand product specifications and user psychology
• Conduct concept and usability testing and gather feedback
• Create personas through user research and data
• Gather and evaluate user requirements in collaboration with product manager and tech team
• Illustrate design ideas using storyboards, process flows and sitemaps
• Design graphic user interface elements, including menus, tabs and widgets
• Build page navigation buttons and search fields
• Develop UI mockups and prototypes that clearly illustrate how sites function and look like
• Create original graphic designs (e.g. images, sketches and tables)
• Prepare and present rough drafts to internal teams and key stakeholders
• Find creative ways to identify and troubleshoot UX problems (e.g. responsiveness)
• Conduct layout adjustments based on user feedback
• Adhere to style standards on fonts, colors and images
• Stay up-to-date with competitor products and industry trends
Requirements

- Bachelor Degree in Design, Computer Science, Engineering, or relevant field
- 1-2 years of experience as a UI/UX Designer or similar role
- Strong portfolio of design projects
- Background of Project management and research
- Familiarity with interaction design and information architecture
- Knowledge of wireframe tools (e.g. Wireframe.cc and InVision)
- Up-to-date knowledge of design software like Sketch, Invision Studio, Webflow, Figma, Framer X, Adobe XD, Illustrator and Photoshop, etc.
- Knowledge of HTML/CSS; JavaScript is a plus
- Flexibility to work in a fast-paced environment
- Strong communication skills and ability to think creatively and independently about a variety of challenges whilst working as part of a team
- Passion for the startup world and an eagerness to connect with an international audience
- Photographer and travel lover preferred

Languages Required

- Excellent proficiency in spoken and written English
- Proficiency in Cantonese preferred
- Proficiency in other language(s) advantageous

Position 4: Software Engineer

Job Description

- Design and implement user interface components with right consideration for usability, security, performance, cross-browsers compatibility and customizability
- Work collaboratively with engineering and marketing team members
- Implement the integration of various web services API
- Bridge between engineering and marketing team members
- Application development tasks planning, evaluating and assigning
- Conduct application review, testing and technical related assessment
- Build web and mobile application
- Research on photo & video analytics system, i.e. identify commonality of good/popular photos by color, space, subject, form, light, etc.
- Research on application of existing and trending APIs in facial recognition, computer vision, photo / video intelligence, including but not limited to Google Cloud Vision, Amazon Rekognition, Microsoft Face and Computer Vision, IBM Watson Facial Recognition, Megvii Face++, etc.
- Assist in creating CRM / project management systems for creatives.
- Assist in developing a visual data database to effectively store, archive and retrieve visual data leveraging existing technologies.
Essential Skills

- Hand-on experience in HTML5, CSS3, LESS/SASS and Bootstrap to deliver responsive web app development
- Experience in Typescript, Javascripts, JQuery, AJAX, JSON and at least one of the frontend frameworks like ReactJS, AngularJS, VueJS and so on
- Basic knowledge with web optimization tool such as Webpack and or task runners like grunt and gulp
- Familiar with software version control such as Git and GitHub
- Familiar with cloud-based service primarily with AWS and Heroku and various web APIs
- Familiar with backend development with NodeJS and framework like ExpressJS
- Familiar with SQL database primarily with MySQL and knowledge of NoSQL database like MongoDB
- Basic knowledge of computer science fundamentals in design, data structures, algorithm design, problem solving, and complexity analysis
- Familiar with basic software development flow from wireframing, prototyping and to app develop workflow
- Knowledge in IOS mobile development is highly preferred
- Knowledge in AWS administration is highly preferred

Desirable Background

- Bachelor's Degree in Computer Science, or relevant work experience
- Experience in digital marketing and social media desirable
- Start-up experience desirable
- Photography lover/photographer preferred

Language Requirement

- Excellent proficiency in spoken and written English
- Proficiency in Chinese preferred

Internship Period: Summer 2022

Total number of vacancies: 6

Application Procedures
Interested students should submit your application directly to the employer with your CV at your earliest convenience.

Application: larry@thearticoin.com; peggy@thearticoin.com