

Job Description

Company Name: CR Care Co., Ltd.

Brand Name: CR Care

Job Title: Summer Intern

Department: Marketing

Work Mode: Full-time

A Brief Company Introduction

CRCare is one of the health retail chains with more than 40 stores in Hong Kong. CRCare provides health products and specializes in Chinese medicine. CRCare is the subsidiary of China Resources Pharmaceutical Group Limited (Stock Code: 3320.HK) which is the 3rd pharmaceutical group in China, a member of China Resources Group which is ranked 74th in Fortune Global 500 in 2022.

Responsibilities

- Assist and support corporate, branding, marketing campaigns, sales and promotions, public relations, joint promotions and etc.
- Implement marketing campaign through digital, ATL and BTL communication channels
- Communicate social media platforms
- Assist to strengthen and enhance brand image
- Communicate customer service
- Support data analytics to prepare regular reports and insights on business performance, marketing intelligence, customer experience and program effectiveness
- Support marketing projects assigned

Requirements

- University student in retail, marketing, communications or related disciplines
- Good communication, organization and coordination, self-motivated, initiative, good ability to prioritize tasks efficiently and effectively
- Patient, positive, independent, creative, energetic and a good team player
- Good command in spoken and written English, Cantonese and Putonghua
- Proficient in PC skills (MS Excel / Word Power point / Chinese Word Processing)