

## Job Description

Company Name: Swire Resources Limited

Brand Name: Columbia

Job Title: Digital Marketing Intern

Department: Marketing

Work Mode: Full-time

### A Brief Company Introduction

Swire Resources, a wholly owned subsidiary under the Trading & Industrial Division of Swire Pacific Limited, is a leading brand management, retail and distribution company in Hong Kong, Macau and Greater China. We operate over 160+ retail outlets in Hong Kong, Macau and the Chinese mainland, consisting of brand concept stores; multi-brand sports stores namely Marathon Sports, GigaSports, Catalog and Go Wild as well as franchise stores of leading sports brands such as Nike, Adidas and New Balance.

### Responsibilities

- Mainly support member app enhancement for FW24 Columbia hiking society events
- Assist CRM team work closely with cross-function team for hiking event booking system layouts development
- Assist CRM team to liaise with agency/vendors for Columbia hiking event implementation and prepare corresponding multi-channels communications as assigned

### Requirements

- Strong enthusiasm and passionate to build a career in retail industry
- Proactive, high learning agility and digital savvy
- With internship / working experience is highly preferred
- Strong academic track record, excellent command of written and spoken English and Chinese