

Job Description

Company Name: Café de Coral Group Limited

Brand Name: Café de Coral

Job Title: Marketing Intern

Department: Marketing - Casual Dining

Work Mode: Full-time

A Brief Company Introduction

Incorporated in 1968 and listed on the Hong Kong Stock Exchange in July 1986, **Café de Coral Group** (SEHK: 0341) is one of Asia's largest publicly-listed restaurant and catering groups.

With deep roots in Hong Kong, the Group has established its position as a market leader in the fast food industry over the past 50 years. Today, our businesses include quick service restaurants, casual dining chains, institutional catering and food processing. The Group operates over 550 dining outlets – as well as 4 ISO-certified food processing plants – in Hong Kong and Mainland China.

Join us and be part of our diverse team. You will learn and develop both professionally and personally. Come and meet our purposeful team and be part of the something big.

Responsibilities

- **Assist in Marketing Activities:** Support the execution of marketing campaigns, promotions, and events under the guidance of the Marketing Officer and Assistant Manager.
- **Data Collection and Analysis:** Assist in gathering data for marketing reports and analyzing campaign results to provide insights for future improvements.
- **Social Media Support:** Help manage social media accounts by content idea.
- **Collaboration:** Work closely with internal teams and external suppliers to ensure smooth delivery of marketing materials.
- **CRM Support:** Assist in organizing and executing CRM programs.
- **Administrative Tasks:** Provide administrative support by handling documents, maintaining files, and performing other ad hoc duties as assigned.

Requirements

- Detail-oriented and proactive, with a willingness to learn and take initiative;
- A proactive team player with good interpersonal and communication skills;
- Basic knowledge of marketing concepts, social media platforms, and CRM programs;
- Proficiency in Microsoft Office (Word, Excel, PowerPoint); familiarity with design tools (e.g., Canva, Adobe Illustrator) is a plus;
- Analytical mindset with the ability to collect, analyze, and interpret data for reporting purposes.