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**Job Description**

**Job Title:** Management Trainee – Digital marketing

**Direct Report:** Managing Director – Hong Kong & Taiwan

**Based in:** Taipei

**MT Program Background:**

* The 1-year program is specially designed for all 2019 university graduates
* Focus on the different roles in his/her own Functional Business
* One on One Mentor, mentor, coaching and evaluating to help you grow
* Various Training program both on professional skills and functional skills
* Provide opportunity to participate in critical projects and work as a project team
* Career development opportunities will be provided based on the performance and potential

**Job Description:**

* Update / populate our web pages, ensuring a continuous feed of new and digital content and alignment of content direction across all digital platforms
* Develop and execute digital content and related projects: newsletter, portal, videos, digital totems
* Repackage existing content into format suitable for social media platforms
* Assist in the development of marketing tools to drive the visibility of our various business lines
* Assist in the design, implementation and marketing of client events linked to Tech / Innovation / Digital Trends in Asia
* Keep up to date with digital trends
* Research, develop, and implement new innovative digital tools: webinars, apps, and podcasts
* Actively participate in content creation, planning and dissemination
* Hands-on knowledge of image, artwork and video-editing softwares, including Adobe Photoshop, InDesign and Premiere. InDesign, Illustrator, Graphic Design, Movie Maker
* Measure the return on our campaigns

**Requirements**

* Only for fresh graduate , bachelor degree is the minimum;
* Major in marketing/business management/ Economy/ International trade / Digital
* Excellent presentation skill and language ability (in both Mandarin and English); French is a plus.
* Strong ability to grasp new knowledge
* Good interpersonal, negotiation skills and team-player, proactive, under pressure, dedication.
* Good personality and interpersonal communication skills.
* Enjoys achievement, personal growth and rapid changing environment
* Strong motivation to achieve a big success and work under pressure and tight deadlines
* Excellent computer skills especially on PPT and Excel.

**Others**

* Self- motivated
* A Team player