

## Job Description

Company Name: Circle K Convenience Store (HK) Ltd.

Brand Name: Circle K

**Job Title: Marketing Intern**

Department: Marketing

Work Mode:  Full-time 5 days work week (Mon – Fri)

Job Mode:  Summer Internship

### A Brief Company Introduction

Circle K Convenience Store has continuously provided customers with an innovated shopping experience through its distinctive and caring brand image.

In 2016, the "OK Stamp It" mobile app was officially launched to provide members with modernized and seamless O+O customer experiences. In recent years, Circle K Convenience Store has launched a new brand image, including changes to the logo, uniforms, store design and the introduction of house brand products, all aimed at delivering our brand core value "Easy Life Easy Smile".

### Responsibilities

- Assist in the development and execution of category plans to promote products and services.
- Collaborate with the marketing team to create engaging content for social media, in-store promotions, and digital platforms.
- Support the planning and coordination of promotional events and activities.
- Monitor and report on the performance of marketing initiatives.
- Assist in competitor analysis and benchmarking to identify opportunities for growth.
- Perform administrative tasks to ensure the smooth operation of the marketing division.

### Requirements

- Currently enrolled in a university program, preferably in Marketing, Business, Communications, or a related field.
- Strong interest in marketing, retail, and consumer behavior.
- Excellent communication and interpersonal skills.
- Creative thinker with a proactive attitude and attention to detail.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Basic knowledge of social media platforms and digital marketing is a plus.
- Fluent in English and Cantonese (written and spoken).

## Other Information

We are looking for a motivated and creative university student to join our Marketing Division as a Marketing Intern. This is an exciting opportunity to work across our Category Management and Marketing Service Departments, gaining exposure to marketing strategies, campaign execution, and product management.