

## Technology for Good

With a sense of social purpose, many technology entrepreneurs are keen on delivering both social and economic benefits through their start-up ideas. Delivering business strategy and product or service design with a strong social and human-centric lens is becoming a prerequisite of long-term success for many technology companies. The programme will open doors for youth from a wide variety of academic backgrounds to join the innovation and technology sector and offer opportunities for them to carve an impactful career in caring for our society and the environment through technology.

### Product Marketing Trainee

#### Purpose

- Promotes companies' innovative products to their target users to advocate the use of technology in addressing social needs
- Contributes to the growth of social technology in Hong Kong by enhancing market and public awareness

#### Job Duties

- Develop online / offline marketing campaigns by creating innovative ideas, concept, artworks and writing creative copy
- Manage and monitor digital marketing channels including SEO, content marketing, social media presences, etc.
- Design and optimise sales and marketing strategies by conducting marketing research, analysis and studying competitors' activities
- Assist in designing and website revamp, mobile application, leaflet, poster, e-newsletter, etc.
- Coordinate with internal departments and external vendors to implement marketing plans & strategies
- Engage current customers and identify new customers / partners (e.g. key influencers)
- Provide daily administrative support

### Values

- Creativity
- Independence
- Responsibility

### Attitudes

- Cooperative
- Initiative
- Detail-oriented

### Skills

- Planning / organisation skills
- Creative thinking
- Analytical/logical thinking skills

### Knowledge

- Knowledge related to Communications and Media
- Knowledge related to Design
- Knowledge related to Sales and Marketing

## Trainee Designer

### Purpose

- Strengthens alignment between design of innovative products and user needs
- Supports companies' research and development in social technology products

### Job Duties

- Design consumer's journey and map out user's experience by conducting Usability and User Experience Tests
- Work closely with clients and colleagues to build a user-friendly interface;
- Design and create engaging visuals, infographics, 2D/3D motion graphic and develop styling guide for given projects
- Produce graphic design, storyboards and visual imagery of website or other marketing materials for online / offline advertising / social campaigns
- Contribute to integrated marketing and communication strategy for branding and sales
- Shoot and refine photos and videos
- Provide administrative support

### Values

- Aesthetics
- Creativity
- Responsibility

### Attitudes

- Cooperative
- Initiative
- Detail-oriented

### Skills

- Active learning skills
- Creative thinking
- Innovative skills

### Knowledge

- Knowledge related to Communications and Media
- Knowledge related to Design
- Knowledge related to Engineering and Technology

## Project Management Trainee

### Purpose

- Facilitates empathetic and effective communication with clients and project partners on product and service development and delivery
- Contributes to technology companies' product and service success in meeting human and social needs through collaboration

### Job Duties

- Client management: Collect user requirements, follow up with clients to ensure project is completed successfully
- Assist R&D team to prepare quotation, proposal, project plan, presentation desk and tender to clients
- Handle testing (e.g. UAT) and documentation of products/ solutions
- Provide daily administrative support
- Track project progress to ensure on-time delivery
- Manage budget throughout the project lifecycle

### Values

- Independence
- Relationships with co-workers
- Responsibility

### Attitudes

- Cooperative
- Detail-oriented
- Initiative

### Skills

- Analytical / logical thinking skills
- Active learning skills
- Planning / organisation skills

### Knowledge

- Knowledge related to Engineering and Technology
- Knowledge related to Project Management
- Knowledge related to Administration and Management