

## I. Background:

Since 2009, Clean Air Network's (CAN's) mission is to strive to improve Hong Kong's air quality to benefit public health and mitigate climate change through our three key pillars of work, including advocacy, empowerment, and knowledge. The Communications Intern will focus on CAN's social media and will assist with social media management and content creation for CAN platforms. This position offers experience in digital marketing and social media strategy.

## II. Responsibilities:

- Assist in managing and scheduling content across all social media platforms including but not limited to Facebook, Instagram, and LinkedIn.
- Monitor social media channels for trends, news, and conversations relevant to air quality.
- Collaborate with the team to brainstorm and develop engaging content ideas and campaigns.
- Create and curate visually appealing and compelling content such as graphics, images, videos, and written posts.
- Assist in analyzing social media analytics and insights to track performance and identify areas for improvement.
- Research and stay updated on social media trends, best practices, and emerging platforms.

## III. Qualifications:

- Current enrolment in a college or university program, preferably pursuing a degree in Marketing, Communications, Journalism, or related field.
- Strong passion for social media and digital marketing with a good understanding of various social media platforms and their best practices.
- Excellent written and verbal communication skills.
- Creative mindset with the ability to think outside the box and generate innovative ideas.
- Basic knowledge of graphic design tools such as Canva, Adobe Photoshop, or Illustrator is a plus.
- Ability to work independently and collaboratively in a dynamic team environment.
- Previous experience with social media management or content creation is preferred but not required.

## IV. Duration and Compensation:

- The internship duration is 2-3 months.
- This is a paid internship opportunity with compensation provided for the duration of the internship.

上環永和街 23-29 號俊和商業中心 23 樓

## V. How to Apply:

Interested candidates should submit their resume and a brief cover letter outlining their interest in the position and relevant experience to [application@hongkongcan.org](mailto:application@hongkongcan.org)

CAN is an equal opportunity employer and welcome applicants from all backgrounds to apply. We look forward to reviewing your application!

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