



German Industry  
and Commerce Ltd.  
德國工商會有限公司

GIC | 2302, 23/F, COFCO Tower | 262 Gloucester Road | Hong Kong

## Communications & Digital Marketing Trainee

### Do you enjoy a challenge? Are you looking for an international experience?

Join our team at German Industry and Commerce Ltd. (GIC) – the official representation of German business in Hong Kong and a member of the global German Chambers of Commerce Abroad (AHK) network, with 150 offices in over 90 countries. We are a non-political organisation committed to strengthening bilateral business and trade relations between Germany and Hong Kong.

At GIC, you'll experience a diverse range of business activities in a collaborative, fast-paced setting. Our work spans across market entry services, business partner searches, recruitment, market research, and event organisation – all tailored to support German companies operating or expanding in the region. We also deliver German Dual System Professional Training, offering hands-on training opportunities for local talents in partnership with German-standard training companies in Hong Kong.

In addition, GIC works together closely with the German Chamber of Commerce, Hong Kong (GCC) and its member companies, fostering a strong membership community and promoting dialogue between German and Hong Kong businesses through numerous networking activities.

### Your role:

- Supporting the implementation and further development of the organisation's digital marketing strategy across all channels.
- Planning and creating compelling website and social media content for platforms such as LinkedIn, Instagram, and YouTube.
- Managing and monitoring weekly EDM/newsletter distribution and social media schedules.
- Planning, shooting, and editing engaging video content for YouTube and Instagram.
- Supporting the development of research-based content, including editorial articles and survey questionnaires.
- Designing and developing marketing materials for GIC services.
- Supporting data-driven content optimisation, including SEO/GEO, monitoring and evaluating organic search rankings and website analytics.

### Your strengths:

- Excellent command of spoken and written English; German language skills are a plus.
- Currently studying or recently graduated in business, marketing, communications, design, data analytics, or a related field.
- Strong interest in digital communication, content creation, and emerging media formats.
- Curiosity for new technologies; initial experience using AI-supported tools and workflows is considered a strong advantage.
- Confident communicator with a professional, open-minded, and collaborative approach.
- Structured and reliable working style, with the ability to manage tasks independently and meet deadlines.
- Creative mindset combined with an eye for detail and basic graphic design skills.
- Hands-on experience with common digital tools, including M365, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), and Canva.

**Salary:** HKD 8,000.00 per month

**Internship period:** minimum 6 months starting in late September 2026

**How to apply:** Please send your application, including a motivation letter and resume in English, certificates from universities and high schools, as well as references from previous internships or jobs to Ms. Kate Hung ([hung.kate@hongkong.ahk.de](mailto:hung.kate@hongkong.ahk.de)) by **10 September 2026**.

Please note that only short-listed candidates will be contacted.

We look forward to hearing from you!