

## CLP Internship Programme 2023

### Project Outline - Sales & Marketing

<b>Project Code</b>	SM_SAND_01	
<b>Project Detail</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	Jun/2023 to Jun/2024
	<b>Preferred Discipline</b>	<p><b>First Preference:</b></p> <ul style="list-style-type: none"> <li>Marketing</li> </ul> <p><b>Other Preference:</b></p> <ul style="list-style-type: none"> <li>Management</li> </ul>
	<b>Project Name</b>	Cyber Security Awareness Month / Security Awareness Campaign
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>To manage human risk by engaging, training and changing CLP's workforce behaviours so they operate in a far secure mannger</li> <li>To reduce our people's risk while increaing their ability to securely make the most of our technology</li> </ul>
	<b>Project Description</b>	<p>Main Responsibilities:</p> <ul style="list-style-type: none"> <li>Identify the behaviours we need to change to mitigate security risks</li> <li>Develop and implement a positive security awareness program, which focuses on changing behaviours both at work and at home</li> <li>Leverage channels for effective delivery in CLP, and measure the effectiveness of the content, and develop metrics</li> <li>Help implement a phishing assessment program</li> </ul> <p>Decision Making Responsibilities:</p> <ul style="list-style-type: none"> <li>Measurement and reporting of campaign attendance and effectiveness</li> <li>Demonstrate ability to think creatively while accounting for multiple perspectives in any given scenario</li> <li>Must be able to work independently and with minimal direct supervision</li> </ul>
	<b>Required Skills</b>	<ul style="list-style-type: none"> <li>Graphic design skills, have an eye for detail</li> <li>Strong communication skills, relationship-building, creative thinking, and collaboration skills</li> <li>Procient in Microsoft PowerPoint and Excel is a must</li> </ul>