

CLP Internship Programme 2021

Project Outline - Sales & Marketing

Project Code	SM_SAND_01	
Project Detail	Internship Category	Sandwich
	Internship Period	June 2021 to July 2022
	Preferred Discipline	First Preference: Marketing Other Preference: Engineering
	Project Name	Power Connect
	Business Objective(s)	<ul style="list-style-type: none"> • Promote energy saving and care for society to domestic customer • Educate market on EE&C concept • Execute CSR program (help needies through connection with NGOs)
	Project Description	<ul style="list-style-type: none"> • Assist the largest energy saving program in HK Power Connect in all aspect, including project management and execution • Plan and execute public promotion on energy saving action and arranging the application and donation to the needies • Explore and develop new EE&C service that can enhance customers' experience.Participate on project improvement including IT or on other areas • Run and refine CLP STEM course (smart home) and work with strategic partners.Explore and develop smart product
	Project Deliverable	<ul style="list-style-type: none"> • Design and execute the largest energy saving program in Hong Kong • Work with all the NGOs in HK to identify needies from the society, help these needies and provide platform to connect the energy saving program and needies • Develop all necessary advertising, sub-program, marketing & IT to support all-round promotion • Deliver ~40 STEM courses • Develop smart home solution
	Required Skills	<ul style="list-style-type: none"> • Marketing and analytic skill • Positive and willing to learn
Learning	<ul style="list-style-type: none"> • All aspect on marketing, including planning, execution and analysis • Operational experience • Team Work with internal and external parties • Presentation skill • Commercial negotiation 	

		<ul style="list-style-type: none">• Energy Audit• STEM Education
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CLP Internship Programme 2021

Project Outline - Sales & Marketing

Project Code	SM_SAND_02	
Project Detail	Internship Category	Sandwich
	Internship Period	June 2021 to May 2022
	Preferred Discipline	First Preference: Marketing Other Preference: Business
	Project Name	Marketing Campaign on carbon offsets and energy efficiency
	Business Objective(s)	<ul style="list-style-type: none"> • Drive marketing awareness of Carbon Credit by CLP (SEC) • Create execution strategies for adoption of energy reduction in buildings • Generate SQL/MQL of Carbon Credit • Align with partners to drive a series of carbon neutral events • Participate and learn on how to perform marketing messaging, B2B sales, development of video and social media campaigns
	Project Description	<ul style="list-style-type: none"> • Facilitate marketing initiatives related to carbon credit • Engage potential partners/ customers to promote carbon credit • Prepare related marketing materials
	Project Deliverable	<ul style="list-style-type: none"> • 100 MQL / 20 SQL • 10 carbon neutral events (by SEC or 3rd parties) • At least 2 eDM engagement
	Required Skills	<ul style="list-style-type: none"> • Copy writing skills • Excellent written skills • A portfolio of marketing activities - personal and/or school project work acceptable • Creative mindset
	Learning	<ul style="list-style-type: none"> • Digital transformation of utility • Plan and execution of marketing campaign • Working experience in a start up like company, a youth and energetic team with different culture