

BrandCap Internship Programme (2 to 3 months, full-time) Vacancy Brief, Brand Strategy and internal comms

About BrandCap

At BrandCap we use brand focus, deep commercial understanding and creativity to improve business performance. We sit at the intersection between management consultancies and creative agencies, bringing the best of these organisations under our roof. We work across all sectors but we focus on retail, hospitality, technology, financial & professional services, luxury and fast-growing startups. Our expertise stretches across brand strategy and experience, culture, innovation, campaigns and marketing activation.

Our growth

Our unique approach has enabled BrandCap to become one of the few organisations (less than one per cent) that has achieved 'scale up' business status in the UK. These are companies that have launched since 2012 and have a growth rate of more than 20 per cent over a three-year period. Testament to this fast growth is the opening of our New York office in June 2016, allowing us to better service our existing clients across the US as well as grow our overall portfolio of projects. More recently and following a series of successful projects in China, we have established a new operation in Hong Kong.

Vacancy description

BrandCap offers internship opportunities to **penultimate year students, recent graduates and to candidates with previous work experience who are looking to move into brand consulting.**

We're looking for an intern in Hong Kong to become an integral part of the team, supporting on one of our biggest client, an iconic luxury retailer with operations in Hong Kong and Greater China. Candidates will gain experience in business analysis, trends and insight work and internal communications.

Candidates will have the opportunity to be client facing, participating in brainstorm sessions and key meetings where appropriate and with the support of the team.

Candidate specification

Candidates should be able to demonstrate financial acumen, creative thinking and an entrepreneurial spirit – through any current or previous experience: academic, professional or extra-curricular. Excellent English is a must (both spoken and written), and fluency in Cantonese and/or Mandarin a bonus.

Our business thrives on a small but extremely diverse team of individuals, and we're keen to meet candidates who can actively contribute to our friendly, vibrant and sociable culture. Experience of working with brands or in branding is not required – what matters

is aptitude, ambition and enthusiasm.

Further details

As a commitment to our interns and our client, and to ensure they gain both depth and breadth of experience during their time with us, the internship will run on a full-time paid basis only, starting from mid-February through to mid-April.

The internship programme forms a key part of our recruitment strategy at BrandCap; as such, there is potential for an internship to lead to a permanent position for the right candidate.

Method of application

Please send your CV together with a covering letter to Michelle Lai at Michelle@brandcap.com on or before 25 January 2019 (Friday).