

# FringeBacker. *Creativity. Like it, Fund it*

## GRADUATE INTERNSHIP (ONE-YEAR)

- ACCOUNT MANAGEMENT INTERN
- MARKETING & PLANNING INTERN



FringeBacker is a business where the arts meet technology, where sports meet funding, where charitable causes meet the digital age, and where businesses meet the public. We support and raise funds for projects that deliver emotion and excellence, because to garner support you have to motivate people. We create the best way to do this through a digital platform that executes the project across traditional media, social media, and other marketing channels, and amplifies reach, awareness and funds that would be raised.

FringeBacker is a proud Network Partner of the United Nations' UNESCO Observatory in Hong Kong. Some of the great crowdfunding projects that we have supported involve World Vision, Asian Football Confederation, City University's Antarctica expedition, two Voice Festival UK champions, Hong Kong's medal-winning equestrian, Hong Kong Trade Development Council, Very Hong Kong Festival, InspiringHK charitable organisation, the Association Concerning Sexual Violence Against Women, British pianist Robin Zebaida, ..... and many many more.

## Great Crowdfunding Projects Are Happening Every Day Here

On a "typical" day (if there is one) at FringeBacker a project raised a few hundred thousand dollars for the first expedition of its kind to Antarctica. But there are actually no typical days – on another day an international medal-winning Hong Kong athlete based in Denmark raised half a million dollars, in a record-breaking campaign, while going for Gold. Or a pan-Asian fundraising campaign across dozens of countries in the region, in partnership with international organisations. Or a charitable organisation that's bringing in thousands of participants who have fun while donating to an awesome cause. Or raising funds for Hong Kong's first outdoor Shakespeare festival. Or Hong Kong's first city-wide public spaces art festival. Or international award-winning musicians from the U.K. The list is endless, and you'll never know what will happen tomorrow at work, and you'll never get bored. But what's for sure is that you'll be part of the most amazing team doing an even more amazing job at bringing the power of crowdfunding to Hong Kong, and beyond that to Asia.

With roots in our years of private equity investments and venture capital, our team at FringeBacker has deployed fundraising expertise and IT excellence to become the world's first and largest online crowdfunding platform that's showcased entirely in both English and Chinese. We work internationally with Hong Kong and overseas organisations, NGOs and partners every day. While we make it easy and fun to fundraise for charitable organisations, we also facilitate artists, designers, filmmakers, food creators, games and IT developers, inventors, musicians, performers, publishers, sportspersons and other talented individuals and organisations to reach out to financial backers. Since its launch in 2012, FringeBacker has transformed how any creative or innovative industry or charitable organisation interacts with its financial backers and donors, allowing everyone to engage in the process of bringing creativity and charitable purpose to life.

We play a leading role in helping make things happen by making it easy to raise the funding that's needed. While crowdfunding is already a multi-billion dollar industry in the United States, it's still at its infancy in Asia. We've pioneered crowdfunding of our kind in Hong Kong and we hold the leadership position here and in Asia. Not only do we bring out the most in all our talented staff, we provide training and support that you need to help us keep doing our work internationally in a brilliant way, as we have for the past 2 years.

## Job, Skills and Expertise

Because of who we are and what we do, we're looking for team players and future leaders to join our Graduate Internship Programme in two functional areas. Whichever of these two internships you apply for, you must be exceptionally initiated, and are oozing with creativity and interpersonal skills. Excellent academic credentials are of course important, but equally critical are things that you have done outside your academics. You'll learn how crowdfunding works, how to strategise and plan a marketing campaign for a fundraising event, how to do presentations, how to prepare marketing materials, and lots of more. Once you've picked up the essentials, you'll be putting your people skills to work, working with external parties every day across a variety of charitable, artistic, musical and many other industries.

### Account Management Intern

You are the business brains. You will become the main contact point for corporate partners, charitable organisations, NGOs, governmental agencies, event organisers, artistic and creative talent, inventors and sportspersons, and others who are fundraising or who are involved in the fundraising process. You will work on community reachout and business development, as well as presenting fundraising event or project or corporate partnership ideas. It's a role that assures you will have both tremendous pressure and reward.

### Marketing & Planning Intern

You are the thinking brains, and you want to find out everything. You will work closely with corporate partners, charitable organisations, NGOs, governmental agencies, event organisers, artistic and creative talent, inventors and sportspersons, and others to work out their objectives and what they need to do to make their fundraising campaign a success, and come up with a communication strategy that will make it happen. You must like editing, marketing, press relations, media work, and coming up with new ideas. You will also be creative, you think laterally and have a keen eye for the most detailed piece of every detail, every day.

In a nutshell, not only must you hold a top graduate or undergraduate degree, you must:

- be extremely enthusiastic and results driven
- have a passion for meeting people, and supporting others
- be an excellent speaker and writer in English
- be calm, courteous and mature
- be meticulous in your work organisation skills
- be proficient in Microsoft Word, PowerPoint and Excel
- have a very positive attitude, while you handle your tasks with urgency
- enjoy taking that extra step to do your work properly and make others happy

At FringeBacker, you'll work with a team committed to doing our best. And of course we think we are the best at what we do. We earn the trust of our partners, and we demand excellence from you. That's what we believe it means for you to be part of FringeBacker.

The Graduate Internship Programme may, for excellent candidates, lead towards a full-time Associate position and greater responsibility and career prospects with FringeBacker at the end of the year.

You'll get a great compensation package for your Internship too!

*International students who will graduate in 2014 and are pursuing their one-year post-graduation work in Hong Kong are welcome to apply.*

## Our Office

Although you will be based at our fantastic offices right at the heart of the new commercial redevelopment area in Kwun Tong, you will find yourself fully immersed in meetings all over Hong Kong with talented and motivated people every day. We're located in a brand new office building, minutes away from the MTR station, and surrounded by the nostalgia of lofts and more coffee shops, sandwich shops and restaurants than you can count.

## For more Information

Website: [www.FringeBacker.com](http://www.FringeBacker.com)

Facebook: [www.facebook.com/FringeBacker](http://www.facebook.com/FringeBacker)

## How to Apply

To apply, please email us at [hr@FringeBacker.com](mailto:hr@FringeBacker.com) with the subject line:

Graduate Internship Programme – [Account Management Intern OR Marketing & Planning Intern] – [your name].

Please apply only if you are able to send us both of the following: (a) your CV and a photograph, and (b) a short statement (no more than 300 words) telling us why you are the best qualified candidate for this position.