



Eight Solutions Limited

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SEO Content & Merchandising Assistant (Intern)

About us

We are a digital agency working with Hong Kong brands specialising in retailing educational toys, children's books, and in-store workshops. Families shop with us online and in several mall locations across the city. Search is how many of those families discover a first product, a weekend class, or a nearby store — and we want to get much better at being found.

This internship sits within our Marketing department and works closely with e-commerce, store operations, and content. It is a hands-on role, not a shadowing-only placement. You will work on live sites (a brand / events site and a Shopify store), real product pages, and real content campaigns.

The role

You will support our organic search growth through engaging parent-facing content, metadata optimization, and catalogue storytelling. Your focus will be ensuring our toys, books, and workshops resonate with what Hong Kong parents are actively searching for, both in English and Traditional Chinese. You will report to the marketing lead and help track how your content initiatives drive discovery.

What you will do

- **On-page optimisation:** Craft compelling, search-friendly title tags, meta descriptions, headings, and image alt text for homepages, collections, store pages, and priority products — in English and Traditional Chinese where needed.
- **Content creation & editing:** Draft and edit parent-facing guides (e.g., age-based toy picks, bilingual book recommendations, seasonal gift lists) and ensure they seamlessly link to in-stock products.
- **Catalogue merchandising alignment:** Help keep featured collections, product descriptions, and category hubs aligned with seasonal themes, inventory reality, and what Hong Kong parents search for.
- **Local & event storytelling:** Support the copy and optimization for workshop, event, and in-store activity pages to drive local community engagement.

- **Competitive & keyword observations:** Research competitor content strategies across Hong Kong toy, book, and education retailers and share actionable insights with the team.
- **Measurement & reporting:** Track performance metrics for key editorial content and seasonal campaigns using analytics tools, presenting monthly highlights.

What we are looking for

Must-have

- Currently studying, or recently graduated in, marketing, communications, English, journalism, digital media, or a related field.
- A strong eye for engaging product copy and consumer psychology — you understand what parents look for when choosing children's educational products.
- Clear written English. Comfortable reading and writing Traditional Chinese, or willing to work with bilingual copy support.
- Creative, detail-minded, and organized.
- Able to explain concepts clearly: translating features into engaging value for families.
- Based in Hong Kong and able to come into our office on agreed days.

Nice to have — not required

- Coursework, a student project, or a personal blog/site where you practised keyword research or content writing.
- Familiarity with Shopify, Wix, WordPress, or basic analytics tools.
- An interest in child development, educational toys, or parenting retail trends in Hong Kong.

What you will learn

- How SEO content and copywriting drive real-world retail traffic and conversions.
- How to write effectively for bilingual, local audiences in Hong Kong.
- How merchandising and editorial calendars intersect with search intent.
- A portfolio of published guides and product pages you can showcase in your future career.

How to apply

Please apply via <https://eightsol.com/careers>.