



About Stepcase

Stepcase is based in Hong Kong, a dynamic team that focuses on developing Lifehack.

About Lifehack

Lifehack (<http://lifehack.org>) is widely recognized as one of the premier productivity and lifestyle content sites on the web. We are one of the fastest growing online publishers in the world. Through useful and practical content and tools, we want to improve every aspects of people's life. Our technology powers the content creation and distribution, analyzes what's trending on the web and our site, and connect the most useful content to people.

Benefits

- 5 days work
- Flexible working hours
- Stand-up desks available
- Energetic office with card games and video game console
- Book Sponsorship Program
- Regular social activities and company gatherings
- Fully-stocked pantry



Editorial Intern

WHAT YOU WILL DO

- Create different kinds of content including graphics (tutorials would be given and you'll master the skills easily)
- Help editors conduct experiments on engaging and highly shareable content
- Research on topics and create high quality content

WHAT YOU WILL LEARN

- Tricks to attract readers' attention
- Skills to engage readers and make them love your content
- Productivity hacks to do everything more effectively

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Graphic Designer Intern

WHAT YOU WILL DO

- You'll produce graphical images for our blog and social media channel
- You'll create graphic elements for social media and animation
- You'll deliver different style of graphics for the editorial team

WHO YOU ARE

- You're passionate on creating hand drawing images, digital 2D vector, and graphic design elements
- You're familiar with Adobe software (AI, PS)
- You're efficient and consistent output
- You agree with lifehack values
- You're a quick learner, adaptable to constant change of workflow

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Video Intern

WHAT YOU WILL DO

- You'll produce video contents for our blog and social media channel.
- You'll create or curate video footages and elements (clips, music, pictures, graphics)
- You'll do video editing and motion graphics.
- You'll assist producers on setup, handling and clean up equipments.

WHO YOU ARE

- You're familiar with online videos.
- You're familiar with shooting equipments and editing softwares.
- You're not bounded by traditional film and video mindset.
- You're detail-minded and self-motivated.
- You're open-minded to accept and learn new ideas.

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Business Development Executive

WHAT YOU WILL DO

- Prospect for new sales leads
- Develop an understanding on the needs of the leads to open up sales opportunities
- Follow up the opportunities through email and phone calls
- Create suitable campaign to clients to best serve their needs
- Optimise campaign performance
- Analyse campaign performance based on reports and metrics
- Explain the performance to clients and provide suitable recommendations to improve future campaigns
- Maintain good customer relationship with clients

WHO YOU ARE

- Positive attitude towards learning, growing and facing challenges
- Have a sales mindset
- Good command of both spoken and written English
- Great communicator who is driven and self-started
- Empathy to understand clients' needs
- Sensitive to metrics and statistics
- Familiarity of how websites, mobile sites and online ads work; knowledge in HTML5 / CSS3 / JQuery, and experience in CMS is a plus

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Data Analyst

WHAT YOU WILL DO

- You'll architect, implement and deploy new data models and data processes in production.
- You'll perform data analysis to generate business insights.
- You'll interface with Product Managers, Engineers and Editors to understand product goals and data needs.
- You'll support critical data processes running in production.
- You'll team members' questions by applying appropriate statistical approach and existing data.
- You'll design and implement reports that help our team members to get actionable insights.

WHO YOU ARE

- You have a bachelor degree in mathematics, applied statistics or quantitative field
- You are curious, self-driven, analytical and excited to play with data.
- You are able to thrive in a fast paced work environment.
- You have great passion in solving problem with analytical approach
- Experience with SQL and PHP is a plus
- You are able to work in small teams as well as go off on your OWN.

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Digital Marketing Executive (Promotion)

WHAT YOU WILL DO

- Expand and manage Lifehack's promotion channels including Facebook, Pinterest, Twitter, Search Engine and other potential social channels
- Identify, monitor, learn and experiment with new and alternative promotion strategies
- Research, write, create and develop insightful, quality content for our promotion platforms
- Analyze channels performance based on reports and metrics
- Keep track of the latest internet trend of viral topics and materials

WHO YOU ARE

- Degree or above in Communication, Journalism, Business, Information system, E-commerce or any related fields
- Excellent command in English
- Great communicator who is driven and self-started
- Ability to quickly grasp new learnings
- Strong passion in social media

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Digital Marketing Specialist (Monetization)

WHAT YOU WILL DO

- You will develop advertising strategies and roadmap for Lifehack blog.
- You will work with our ad network partners to optimize revenue.
- You will follow up with sales leads through email and phone and create a suitable campaign to clients.
- You will maintain daily operations for online advertising campaigns and online advertising inventory management system.
- You will analyze ad performance based on reports and metrics.

WHO YOU ARE

- Exposure to online ad serving concepts (CPM/CPA/RTB/ROI), video, mobile, social media
- Familiarity of how websites, mobile sites and online ads work; knowledge in HTML5 / CSS3 / JQuery, and experience in CMS a plus
- A quick learner who loves to pick up new tools/software for reporting & analysis
- Detail oriented
- Strong problem-solving, time management and analytical skills
- Logical thinking
- Sensitive to metrics and statistics
- Great communicator who is driven and self-started
- Ability to quickly grasp new learnings
- Good command of both spoken and written English
- Knowledge in online advertising management is a plus

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Editor

WHAT YOU WILL DO

- You'll keep track of the latest trend of viral topics and materials across the web.
- You'll conduct experiments on engaging and highly shareable content.
- You'll review and analyze articles performance based on reports and metrics.
- You'll research on topics and create high quality articles pitches for writers.
- You'll guide a team of 300+ writers and editors to ensure high quality content is produced.

WHO YOU ARE

- You're obsessed with reading and writing, especially online content.
- You're not satisfied with traditional journalism and publishing industry.
- You're detail-minded and self-motivated.
- You're open-minded to accept and learn new ideas.

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Software Engineer

WHAT YOU WILL DO

- generate and experiment ideas
- code a lot! (We use these technologies: HTML5, Javascript, PHP, BackboneJS, nodeJS)
- learn about latest web technologies, design patterns and tools
- doing things in pragmatic and data-driven way

WHO YOU ARE

- you love hacking stuff and geeky
- you enjoy trying out cutting-edge web or mobile technologies
- you love solving problems and code

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UI/UX Designer

WHAT YOU WILL DO

- Create and maintain interfaces beautiful and easy to use.
- Design elegant solutions to complex workflows.
- Develop mockups, interfaces, and use methods like A/B testing to measure the effectiveness of your UX designs.
- Create visuals for our Lifehack content from time to time.

WHO YOU ARE

- Bachelor degree in design field
- Excellent command in English
- Ability to work in small teams as well as go off on your own.
- Experiences in HTML/CSS is a plus

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Video Producer

WHAT YOU WILL DO

- Write scripts, shoot, edit and publish videos for all Lifehack's channels
- Organise the progress of the videos from production to post production to meet aggressive deadlines
- Work closely with the editorial team to assist in conducting experiments on original and engaging video content
- Review videos performance based on reports and metrics

WHO YOU ARE

- You have proven experience in creating compelling and shareable video content
- You have strong passion in making videos
- You have excellent command in English
- You are proficient in DSLR cameras, sound/lighting equipments and editing suites
- You can work in small teams as well as go off on your own
- You are able to give and receive constructive criticisms
- You are open-minded to accept and learn new ideas

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