



Accenture Analyst Accelerator Program (AAP) – Graduate Program

Song – Digital Marketing Strategy Analyst, Hong Kong

Accenture Analyst Accelerator Program (AAP) is a well-designed systematic and personalized development program for our graduate recruits. The program aims to cultivate well-rounded talent and business leaders for our Strategy & Consulting, Song and Technology by providing new joiners with two-year customized training and experiences working on a wide range of projects.

Key responsibilities

- Support clients in redefining their business value and marketing strategies through data-driven customer and platform insights.
- Contribute to the creation of innovative ideas and campaigns by utilizing the latest marketing technologies.
- Assist in monitoring industry trends and analyzing data to enhance marketing & commerce effectiveness.
- Identify opportunities for improving marketing & sales processes and propose solutions.
- Help develop business cases for marketing reinvention initiatives (e.g. campaign strategies and technology solutions)
- Participate in requirement gathering and design workshops, assisting in the preparation of solutions and functional blueprints while collaborating with diverse teams on project execution.

Experience, Attributes and Qualifications

- Bachelor's degree or above with an expected graduation date in 2025.
- Majors from any discipline are welcome; design, marketing, business administration, economics, data science, statistics and related majors and backgrounds are preferred.
- Proficiency in English and Chinese (Cantonese & Mandarin).
- Familiarity with and eagerness to learn cutting-edge business and technology evolution, with a desire to develop and deepen skills in consulting.
- Strong presentation skills, with the ability to clearly communicate complex concepts.
- Strong problem-solving skills, with a keen interest in professional growth and learning.
- Ability to work collaboratively with different people, effectively articulating ideas to help teams or workgroups achieve their goals.
- Proven ability to adapt, overcome obstacles to achieve and deliver results, with the courage and flexibility to undertake work responsibilities in different projects/locations.

Benefits

- Competitive salary (Base Pay, performance bonus, employee stock purchase program, etc.)
- Comprehensive commercial insurance coverage (Medical and life insurance, transgender, vaccinations, dental and optical are inclusive)
- Medical checkup reimbursement
- Vacation and Holiday (11 Types of paid leaves)
- Housing Benefit Plan
- Employee Discount Programs
- Employee Assistance Program (EAP)
- Flexible Work Arrangements