



Financial Services Development Council

The Financial Services Development Council ("FSDC") was established by the HKSAR Government in January 2013. The FSDC engages the financial services industry of Hong Kong and formulates proposals to promote the further development of the industry and map out the strategic direction for the development of Hong Kong as an international financial centre.

Manager (Market Promotion) (Ref: M (MP))

Key Responsibilities

1. To manage and execute the marketing plans and promotional activities of the FSDC; support the organisation and management of local and international promotional events;
2. To implement media and publicity campaigns to strengthen the FSDC's engagement with various target audiences;
3. To handle media enquiries and maintain ongoing relationships with the financial media;
4. To coordinate the development of marketing collaterals, website, press materials, publications, reports and presentation materials, etc; and
5. To support the Board of Directors and relevant Committee(s), as well as local or overseas industry bodies to promote collaboration and synergy in promoting the financial services sector of Hong Kong.

Requirements

1. Bachelor's degree or equivalent; preferably in marketing,

- communications, public relations or related discipline;
2. Preferably with 4 years' post-qualification experience in the financial services industry, with experience in marketing, public relations, corporate communications and media relations;
 3. Solid public relations experience in managing events; good working relationship with local, Mainland and international media is an advantage;
 4. Solid writing and editorial skills, project management and administrative skills;
 5. Fluent command of both spoken and written English and Chinese; good command of Putonghua; and
 6. Proficiency in computer knowledge and skills, including MS Office and Chinese word processing.

Terms of Appointment & Package

Appointment will be offered on 3 years fixed-term contract. Fringe benefits include paid leave, medical insurance and MPF.

How to Apply

Interested candidates please send, in not more than four pages altogether, a letter of application **quoting the corresponding job reference in the heading**, and a curriculum vitae setting out the details of qualifications, previous work experience, current and expected salary, to **the Financial Services Development Council Secretariat at Units 3104-06, 31/F, Sunlight Tower, 248 Queen's Road East, Wan Chai, Hong Kong** or by email to **recruitment@fsdc.org.hk** on or before **11 January 2019**. Applicants not invited for an interview within 8 weeks from the closing date may consider their applications unsuccessful. For enquiries, please call 2493 1313.

All applications will be handled in strict confidence and the information collected will only be used for recruitment related purposes. All information on unsuccessful candidates will be destroyed after 6 months from the close of application.