



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.

Senior Manager (Market Promotion) (Ref: SM (MP))

Key Responsibilities

1. To develop and drive the marketing strategies and promotional activities of the FSDC, including the FSDC's participation in local and international events to promote Hong Kong's financial services industry;
2. To formulate media and publicity strategies, including the planning and implementation of publicity campaigns, and the ongoing relationships with the financial media; to act as the first point of contact for all media related issues;
3. To drive the production of marketing collaterals, website, press materials, publications, reports and presentation materials, etc; and
4. To work closely with 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 communications, public relations, marketing or related disciplines;
2. At least 7 years' post-qualification experience in the financial services industry with experience of working at a senior level in marketing, public relations, corporate communications or media

relations;

3. Solid public relations experience in managing large-scale events; preferably with strong working relationship with local, Mainland and international media;
4. Solid writing and editorial skills, project management and administrative skills;
5. Excellent command of both spoken and written English and Chinese; good command of Putonghua is an advantage; 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

A letter of application setting out in detail why the applicant considers himself/herself suitable for the position, together with a full curriculum vitae, **quoting the corresponding job reference** should be sent to **TT Ho of Korn/Ferry International (HK) Ltd, 15/F, St George's Building, 2 Ice House Street, Central, Hong Kong or by e-mail to FSDC@KornFerry.com or facsimile at (852) 2810 1632**. The closing date for application is **1 February 2019**. Applicants not invited for interview within 6 weeks from the closing date may consider their applications unsuccessful. For enquiries, please contact Mabel Tang at (852) 2971 2700.