



## **Financial Services Development Council**

The Financial Services Development Council (FSDC) was established by the HKSAR Government in 2013 as a high-level, cross-sectoral advisory body to engage the financial services industry in formulating proposals to promote the further development of Hong Kong as an International Financial Centre through research, market promotion and human capital development.

### **Market Promotion Executive (Ref: MPE)**

**We are looking for creative talent who strives for design excellence and enjoys a broader role in supporting the strategic marketing function.**

#### **Key Responsibilities**

##### **<Creative & Design>**

1. Provide overall in-house creative and branding services including graphic design, visual content creation and video production;
2. Work independently and cooperatively on the production of FSDC marketing collaterals and research reports from concept, layout, typesetting, image retouching to final output;
3. Collaborate with team members to create visual content for the FSDC events, website, social media, e-newsletters and presentations;
4. Perform simple video filming and editing tasks for the FSDC video production and work with external vendors on more sophisticated production;

##### **<Marketing Administration>**

5. Provide administrative support to the Market Promotion team;

6. Provide logistics and communications support on physical and virtual marketing events;
7. Support daily website and social media content update; and
8. Perform ad-hoc duties as assigned.

### **Requirements**

1. Diploma or above; preferably in graphic arts, design, communications, advertising, marketing or related discipline;
2. A minimum of 3 years' post-qualification working experience in graphic design and/or marketing content creation, with a strong portfolio of work;
3. Proficient in graphic, photo & video editing software, such as After Effects, Premiere Pro, Photoshop, InDesign, and Adobe Illustrator;
4. Experience in video production, animation and photography is an absolute advantage;
5. Fluent command of both spoken and written English and Chinese, including Chinese word processing;
6. Innovative, creative and conversant with popular design and marketing trends;
7. Organizational and time-management skills for meeting deadlines in a fast-paced environment;
8. An energetic, positive and proactive team player with good communications and interpersonal skills; and
9. Excellent eye for details.

## **Terms of Appointment & Package**

A competitive remuneration package will be offered to the successful candidate. 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 and a curriculum vitae setting out the details of qualifications, previous work experience, current and expected salary **by email to [recruitment@fsdc.org.hk](mailto:recruitment@fsdc.org.hk) on or before 2 May 2024**. 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.*