



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.

Assistant Manager (Market Promotion)

(Ref: AM(MP))

Key Responsibilities

Within the Market Promotion Team, this role is primarily responsible for FSDC's **Digital Marketing** initiatives to promote Hong Kong as an International Financial Centre. Specifically, the successful candidate is expected to work closely with other team members as well as external agencies to accomplish the followings:

1. Support the implementation of FSDC's digital and social media strategy to drive brand awareness and stakeholders' engagement both locally and internationally, including content development, campaign management, channel management, data analysis, and reporting;
2. Create multimedia content such as articles, social posts, videos and infographics in collaboration with in-house teams or external vendors, adapting it to suit different channels, including the corporate website, social media, direct emails, newsletters and other marketing collaterals;
3. Maintain FSDC's website and social media platforms (LinkedIn, Twitter, WeChat, and YouTube). Monitor, track and report on digital and social media performance using appropriate tools;

4. Plan and execute paid and organic amplification campaigns across digital and social media channels such as SEM, SEO, sponsored and banner ads, KOL, etc., to increase traffic and engagement;
5. Manage the CRM tool (SAP or Salesforce) including database management, automation campaigns, targeting and segmentation, and executing ongoing operations, enhancements, and migration with external vendors;
6. Handle procurement and other administrative matters; and
7. Perform other duties as assigned.

Requirements

1. A bachelor's degree holder or above with a minimum of 3 years of relevant experience in digital and social media marketing. Specialization in financial services is a strong advantage;
1. Proven track record of executing digital and social media strategies, preferably with a global presence;
2. An excellent writer and content creator for different marketing channels. Fluent command of spoken and written English and Chinese;
3. Experienced in planning and operating social media accounts, including LinkedIn, WeChat, YouTube and Twitter;
4. Strong experience and knowledge in website management, including CMS platforms and basic HTML knowledge;
5. Knowledgeable in digital marketing and optimization (SEO, SEM and social media advertising), CRM platforms (SAP or Salesforce), and data analytics tools (Google Analytics, Google Ads & Tag Manager);
6. Knowledge of multimedia production or visual design software is an advantage;

7. Capable of multitasking to meet various deadlines and adapting to a fast-paced environment;
8. Tech-savvy with good knowledge of the latest digital transformation and MarTech trends;
9. Strong interpersonal and stakeholder management skills at all levels, including senior executives;
10. A self-starter with positive attitude, high energy and passion at work;
11. A team player who can partner with other team members to achieve common goals and accept accountability;
12. Creative and organized with attention to detail;
13. Proficiency in computer knowledge and skills, including MS Office and Chinese word processing.

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 on or before **28 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.