



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.

FSDC is looking for a bright and passionate MarCom professional to plan, drive and deliver market promotion campaigns and activities that advance Hong Kong as an international financial centre in the global markets. If you're looking for a career that offers opportunities to develop global marketing skills, manage exciting projects and interact with industry stakeholders, this position will fulfill your aspiration.

Assistant Manager (Market Promotion) (Ref: AM(MP))

Specifically, the successful candidate is expected to work closely with the Market Promotion Manager to accomplish the following:

Key Responsibilities

1. Partner and work closely with internal teams as well as external stakeholders and vendors to develop and execute strategic event programs as part of the overall marketing strategy, including conferences, seminars, sponsorship, roundtables, workshops, webinars, etc.
2. Take ownership of logistics arrangement for both digital and physical events, from managing the set-up of each event, registration, speaker briefings, onsite support to post-event communications and administration.

3. Create and deliver content around these events in collaboration with other team members including invitations, promotional materials (such as eDM and posters), social media feeds, videos, presentation decks and post-event reports.
4. Liaise with other industry organisations on speaking engagements, outreach meetings and supporting activities.
5. Develop, track and report measurable performance indicators and key results against the event's objectives, and enhance best practice through systematic capture of learnings and feedback.
6. Manage the financial process of the events such as budgeting, sourcing vendors, invitations for quotations, processing procurement and settling invoices.
7. Curate internal and external event calendars.
8. Provide marketing and communications support as required.

Requirements

1. Bachelor degree holder or above with minimum 3 years of relevant experience in both digital and in-person events environment. Background either in-house or event or marketing agency supporting financial services is a strong advantage.
2. Proven track records of managing virtual events with various meeting platforms such as Zoom, WebEx, Teams, etc.
3. Tech-savvy with good knowledge of the latest virtual technology and production techniques is highly preferred.
4. An excellent content creator for different marketing channels in particular digital and social.

5. Demonstrate clear and concise written/verbal communication skills with all levels of stakeholders including senior executives and leadership.
6. Strong project management skills with the ability to oversee diverse activities, meet deadlines, and have flexibility amidst changing situations and priorities in a fast-paced environment.
7. Highly organized and detail-oriented.
8. A self-starter with high energy, passion and initiative who can work independently.
9. A team player who can partner with other team members to achieve common goals and accept accountability.
10. Fluent command of both spoken and written English and Chinese; good command of Putonghua is highly preferred.
11. Proficiency in computer knowledge and skills, including MS Office and Chinese word processing. Knowledge in multimedia production (e.g. video editing) is an advantage.

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 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 **5 December 2021****. 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.