



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.

Associate Director (Market Promotion) (Ref: AD(MP))

Key Responsibilities

1. To devise, develop and manage a holistic market promotion strategy ranging from brand building, events and conferences, content management and digital marketing that aligns with the main objectives of FSDC which are specified in the Strategic and Annual Operating Plans (i.e. Policy Advocacy, Promoting HK as an IFC and Talent Development);
2. Delegate responsibilities and supervise the work of team members by providing guidance and motivation to drive maximum performance;
3. To contribute towards the development and implementation of strategic initiatives as one of the senior management team members;
4. To engage effectively with the Board of Directors, Committee members and all key stakeholders (both local and overseas) in achieving the strategic goals of FSDC
5. To oversee the team budget including to plan, allocate and manage relevant financial resources; and

6. To perform any other duties as and when required.

Requirements

1. Bachelor's degree or equivalent; preferably in communications, public relations, marketing or related disciplines;
2. At least 9 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. Proven project and team management track record is essential;
5. Strong problem solving skills; good communication and interpersonal skills;
6. Solid writing and editorial skills, project management and administrative skills;
7. Excellent command of both spoken and written English and Chinese; good command of Putonghua is an advantage; and
8. 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 31 March 2023**. 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.