



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.

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

Key Responsibilities

The Senior Manager role takes a cross-functional approach to align **integrated marketing efforts**. This position is integral to driving cohesive and impactful initiatives that advance the organization's strategic objectives and promote the financial services industry both locally and internationally.

Marketing, Communications, and Event Management

1. Drive the development and production of high-quality marketing communication collaterals, press materials, digital media content, publications, reports, and presentations;
2. Plan, organize, and execute sponsorship and industry events of various scales and formats, including physical and virtual conferences, webinars, and other industry engagements. Ensure seamless coordination and delivery of high-quality deliverables from inception to completion;
3. Formulate robust publicity strategies and develop high-quality press materials with a proven track record of successful corporate communications and PR initiatives and achievements. Maintain strong relationships with financial media outlets and key stakeholders;
4. Support the development and execution of comprehensive marketing campaigns (B2B and B2C) to deliver impactful, results-driven strategies, with prior experience in media strategy, advertising, and collaboration

with media buying and creative agencies, along with strong knowledge of marketing practices, trends, and audience engagement;

5. Collaborate with industry bodies, business partners and stakeholders, both locally and internationally, to drive partnership initiatives and activities across different sectors of the financial services industry;
6. Engage with the Board of Directors and Committees to support team initiatives promoting the financial services industry, provide secretariat support, and enable effective communication; and
7. 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 7 years of experience in corporate communications, marketing, PR, or event management, ideally in the financial services industry, with knowledge of social media and digital marketing.
3. Excellent bilingual copywriting and editorial skills are essential, with a strong focus on attention to detail and timely execution.
4. Solid public relations experience with a proven track record of successful corporate communications and PR campaigns, preferably with strong relationships with local, Mainland China, and international media.
5. A self-starter and strategic thinker with strong problem-solving skills, a proactive can-do attitude, and the ability to adapt in fast-paced environments.
6. Strong ownership, accountability, digital savvy, and multitasking skills. Project management experience is a plus.
7. Effective communication and stakeholder management skills.
8. Fluent in both spoken and written English and Chinese.

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 16 March 2025**. 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.