



## **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.

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

#### **KEY RESPONSIBILITIES**

This role is primarily responsible for MarTech and Digital Marketing initiatives.

1. Manage CRM systems (including SAP) for database management, automation campaigns, targeting and segmentation, and coordinate ongoing operations, enhancements, and migrations with external vendors;
2. Administer CMS platforms, including the website, and social media platforms (LinkedIn, X, WeChat, and YouTube). Monitor, track, and report on digital and social media performance analytics;
3. Develop quality written content for multimedia channels, including social posts, corporate website, direct emails, eDM, newsletters, and other marketing collateral. Perform data analytics;
4. Execute paid and organic digital and social media campaigns to drive global awareness and enhance reach and engagement; and

5. Provide administrative support and perform other duties as assigned.

## **QUALIFICATIONS & SKILLS**

1. Bachelor's degree or equivalent, with at least 3 years of relevant experience, preferably in the financial market;
2. Proficient in various CRM tools with a proven track record in CRM management and migration;
3. Strong experience in website and CMS platform management, with knowledge of HTML;
4. Excellent writer and content creator, with strong command of written and spoken English and Chinese;
5. Experienced in managing social media accounts, including LinkedIn, WeChat, YouTube, and X, with skills in digital marketing and data analytics (Google Analytics, Google Ads & Tag Manager);
6. Tech-savvy with knowledge of the latest digital transformation and MarTech trends; and
7. A self-starter and team player with a strong sense of ownership. Creative and detail-oriented.

## **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 9 September 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.*