

Assistant Manager / Manager, Marketing & Communications

Job Description:

- Collaborate with PR and communications colleagues to develop and implement a comprehensive media strategy (including both traditional media and social media) that raises firm, key spokespersons profiles in alignment with the firm's strategic business development goals.
- Develop and execute proactive communications strategy to maximize positive publicity for the Company, including planning and organizing press conferences, media briefings and interviews, handling media enquiry.
- Develop and maintain strong media network and relationship with journalists and media outlets in Hong Kong and mainland China.
- Handle press enquiries, interviews and events. Monitor press coverage, consolidate key company news and provide regular press reporting to the Group.
- Organize briefings around emerging trends and relevant issues.
- Develop high-quality press events and draft press releases, fact sheets, presentation and other materials for internal and external constituents.
- Manage a library of marketing content, including people portfolios, images and videos. Ensure organization and dissemination of content and regular updates in concert with major events and opportunities.
- Draft content for speeches, articles, thought leadership content, and presentations across print and electronic digital channels, around key issues, news and firm successes.
- Ensure content of the company website and intranet is up to date at all times; knowledge in managing CMS and related system.
- Generate innovative communications through the use of digital/social media platforms and latest technologies
- Experience in managing social media, including LinkedIn, Facebook, Twitter.
- Create content for internal newsletter and in-house publications. Assist to promote employee engagement and communications via various events and initiatives.

Requirements:

- Degree or above with major in marketing, communications, journalism, public relations or translation.
- At least 5 years' experience in brand management, marketing communications, advertising, public relations and / or event management.
- Profound knowledge of media communications is prerequisite.
- Creative and resourceful to identify branding and marketing trends.
- Analytical, innovative, independent and attentive to details.

- Good computer skills, e.g. Word, Excel, PowerPoint and Chinese word processing.
- Strong communication, writing and editing skills with excellent command of both written and spoken English and Chinese. Fluency in Putonghua a plus.
- Solid experience in managing social media, including LinkedIn, Facebook, Twitter.
- Candidates with less experience will be considered as Assistant Manager

Interested candidates please send your full resume with current and expected salary in MS Word format at career@vp.com.hk. Personal data will be used for recruitment purpose only.

Only shortlisted candidates will be notified.