

## **Assistant Manager, Marketing and Communications**

### **Job Description:**

Candidate should demonstrate capabilities in coming up with new ideas, e.g. multimedia/ social media, to market the firm and its products using investment communications as a means.

Major responsibilities are as follows:

#### **Social media editor**

- Plan and execute the media/editorial calendar
- Develop, source and edit content for Company's social media accounts, including WeChat, Facebook, LinkedIn and other digital platforms
- Maintain account information
- Manage the company in the discovery and research of social media marketing opportunities

#### **Fund marketing, targeting mainland Chinese investors**

- Prepare product leaflets, press releases, promotional materials, presentations
- Research and insight
- Advertorial

#### **Fund commentaries / Investment insights**

- Content generation by interviewing investment managers or from research reports
- Proof read and edit content
- Translation

#### **Media bylined articles**

- Identify suitable opportunities within the mainland China market aiming to promote company's brand and spokespersons
- Content generation, with outline provide by business units
- Proof read and edit content

#### **PR activities - awards pitches**

- Assist to prepare pitching document

**Requirements:**

- Degree holder in Finance, Economics, Journalism and Public Relations, or related discipline.
- Over 5 years of experience in writing investment research or related materials for banks, asset management companies or financial specialist media.
- Proficiency in Mandarin will definitely be an asset.
- Experience in content marketing on social media, copywriting for financial product advertisements or direct marketing materials would be an advantage.

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

Only shortlisted candidates will be notified.