

Manager / Senior Manager – Investment Writer, Marketing & Communications

Job Description:

- Work closely with the investment management team to craft compelling thought leadership content to support the Group’s marketing and sales objectives. The content will cover market and industry views, economic trends, portfolio strategy and other topics related to investing that reflect the voice of the investment management team
- Develop content that take on a range of formats including articles and columns, white papers and research memos and can be leveraged across an array of mediums and audience segments
- Monitor news flow to produce reactive commentary on major market events
- Create multimedia content including videos, podcasts and infographics to supplement thought leadership content
- Conduct peer analysis and research into subject area to develop original ideas and insights
- Contribute to the development of the Group’s marketing and communications strategies, in particular how thought leadership can be used to position and enhance the Group’s brand and promote its products
- Be digitally savvy and use various social media platforms to promote thought leadership content
- Translate content from English to Traditional and Simplified Chinese
- Assist in the production of fund commentaries and copy editing when necessary a plus

Requirements:

- Degree or above from a leading university. Finance, economics or journalism majors
- More than 5 years’ experience as a financial journalist at a major publication or as an investment writer in the asset management industry. Familiarity with financial markets and investments is a must
- Excellent writing skills with strong command of English and Chinese. Fluency in Putonghua is a plus

- Be able to translate complex ideas into easy-to-understand and accessible content for a range of audiences
- Strong sense of content consumption trends. Familiarity with SEO is a plus
- Good team player. Attentive to details, independent, creative and outgoing
- Familiarity with managing social media, including LinkedIn, Facebook, Twitter
- Candidates with more experience will be considered for the position of Senior 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.