

Senior Associate/ Assistant Manager, Marketing & Communications

Job Description:

- Develop and maintain relationships with journalists and media outlets in Hong Kong and across the region.
- Manage press enquiries, interviews and events. Monitor press coverage and compile media coverage reports.
- Organize media briefings and assist in the development of a PR plan.
- Draft and distribute press releases and other corporate announcements. Translate content from English to Chinese and vice versa.
- Develop company newsletter and other forms of internal communications. Help to manage various events and initiatives for promoting staff engagement and communication.
- Manage a library of marketing content.
- Draft content for fund commentaries. Assist in the production of multimedia content including written articles and videos for the Group's content marketing initiatives.
- Maintain content on the; company's website and intranet portal to ensure that it's up to date at all times. Previous experience working with WordPress or other CMS is a plus.

Requirements:

- Degree or above with major in marketing, communications, journalism, public relations or translation.
- At least 3 years' experience in corporate communications, public relations, content marketing or journalism. Experience in a PR agency is a plus.
- Strong writing and editing skills with excellent command of English and Chinese. Fluency in Putonghua is a plus.
- Experience in collaborating with journalists and pitching stories.
- Attentive to details, independent, creative and outgoing.
- Good computer skills including Word, Excel, PowerPoint and Chinese word processing.
- Familiarity with managing social media, including LinkedIn, Facebook, Twitter.
- Candidates with more experience will be considered for the position of Assistant Manager.