

## **Tricor group**

**Graduate Marketing and Communications Associate**

**Employment mode: full time contract**

**Job Type: Graduate job**

**Location: HK**

### **Company Background:**

Tricor Group (Tricor) is the leading business expansion specialist in Asia, with global knowledge and local expertise in business, corporate, investor, human resources & payroll, and corporate trust & debt services. Tricor provides the building blocks for, and catalyses every stage of your business growth, from incorporation to IPO.

Application deadline: Jan 31<sup>st</sup>

Point of Contact: Sunshine Farzan ([sunshine.farzan@hk.tricorglobal.com](mailto:sunshine.farzan@hk.tricorglobal.com)) &

Rica Ip ([rica.tc.ip@hk.tricorglobal.com](mailto:rica.tc.ip@hk.tricorglobal.com))

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Strategically headquartered in Hong Kong SAR, we operate out of 21 countries/territories and across a network of 47 offices. Tricor serves 50,000 clients, including ~2,000 companies publicly listed in Asia and over 40% of the Fortune Global 500 companies. With 2,600 employees, of which 630 are certified professionals, we deliver critical functions to help ambitious companies accelerate their growth in Asia and beyond.

Our clients include BBC, Tesla, Uber... just to name a few.

Based in Hong Kong, associates will support corporate marketing, content marketing, PR strategy to drive brand awareness and reputation and business growth in key markets.

As a marketing and communications associate in Tricor, you will:

- Undergo rigorous training (on-the-job) to build marketing and communications knowledge
- Gain a deeper understanding and appreciation of the different functions across the various services related to business expansion Tricor provides
- Be directly under the wings of the group marketing and communications head who will mentor and guide you on your personal growth with her experience in being a career coach in multiple prestigious universities
- Network with clients and colleagues around the world and in different sectors

### **Responsibilities:**

- Corporate Marketing: assist in the development and enhancements of corporate advertising, marketing collateral, and sales enablement tools.
- Content management – assist the team to develop thought leadership content (whitepaper, case study)
- PR/Media relations – assist with PR and communications activities and programs.
- Social media – assist social media content strategy and execution of the content calendar.
- Agency management - work with external suppliers on creative, content and event deliverables; plan briefing, review and finalization of projects
- Conduct market research and prepare marketing reports regularly

### **Requirements:**

- Bachelor's or Master's degree in any discipline and have less than two years of working experience.
- Highly organized, detail-minded, and able to manage multiple projects in parallel
- Solid interpersonal and communications skill; Strong command of written and spoken English, Cantonese & Mandarin (as well Traditional Chinese & Simplified Chinese writing skills).

- comfortable drafting, reviewing, editing ad copy/social media content, website content, etc. Ability to develop content in Traditional Chinese and Simplified Chinese is a bonus
- Solid understanding of digital marketing is a plus
- Proactive and fun personality
- Passionate about marketing

Apply now!

We offer a competitive salary and benefits package and the professional advantages of a dynamic environment that supports your development and recognizes your achievements.

Interested students, please send C.V. and Cover Letter to Sunshine Farzan ([sunshine.farzan@hk.tricorglobal.com](mailto:sunshine.farzan@hk.tricorglobal.com)) & Rica Ip ([rica.tc.ip@hk.tricorglobal.com](mailto:rica.tc.ip@hk.tricorglobal.com)).

Application is reviewed on a rolling basis and as soon as the position is filled.