

Marketing Officer / Senior Marketing Officer

(Group Integrated Marketing & Communication)

Application Deadline: 30 April 2021

Seniority Level: Associate

Industry: Management Consulting

Employment Type: Full-time

Job Functions: Marketing

About the Job

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

Join our high-performing and award-winning Global Marketing and Communications team to unleash your potential and grow your career with Tricor.

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 (e.g., whitepapers, case studies, guides, infographics, etc.)
- PR/Media relations – assist with PR and communications activities and programs.
- Social media – assist social media content strategy and execution of the content calendar.
- Webinar – assist in execution of webinar campaign and promotion strategy
- Website management – assist in developing and updating the website content with digital agency
- 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:

- University graduate in marketing / business preferred.
- 1-3 years' work 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 and Chinese
- Good PC skills in Word, Excel, PowerPoint
- Good photo editing skills in Photoshop and/or Illustrator
- Ability to edit videos with Adobe Premiere Pro is a bonus, but not mandatory
- Proactive, well organized, resourceful, independent and fun
- Ability to work independently and able to prioritize, problem solve, and multi-tasking
- Solid understanding of digital marketing is a plus.
- Content writing skills in English is preferred. The candidate must be very 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, but not mandatory.
- Ability to work in a fast-paced environment, problem solve, and multi-task
- Passionate about marketing

We offer to successful candidate 15-day annual leave, 5-day work, excellent job exposure and career prospects. study/examination leave,

If you can confidently demonstrate that you fit for the above job roles, please **send your full C.V. to Jennifer Chan at jennifer.sy.chan@hk.tricorglobal.com**

Personal data provided by job applicants will be used strictly in accordance with the employer's personal data policies, a copy of which will be provided immediately upon request.

About Tricor

Financial Services – 2,700 employees

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

Strategically headquartered in Hong Kong, we operate out of 21 countries/territories and across a network of 47 offices. Tricor serves 50,000 clients, including over 1,500 companies listed in Hong Kong and Mainland China, ~500 companies publicly listed in Singapore and Malaysia, and over 40% of the Fortune Global 500 companies. With 2,700 employees, we deliver critical functions to help ambitious companies accelerate their growth in Asia and beyond.

Tricor's advantage comes from deep industry experience, committed staff, technology-driven processes, standardized methodologies, constant attention to changes in laws and regulations and wide industry contacts. Tricor is uniquely positioned to unlock the potential of your business, and help you stay one step ahead of today's diverse and fast evolving regulatory environment.

To learn more, please visit: www.tricorglobal.com