

Strategic Planning, Marketing and Corporate Communications

Senior Officer / Officer

Responsibilities:

- Assist in implementing/planning marketing campaigns, activities, advertisement and publicity to stimulate the bank's business and maximize public awareness, including all banking and insurance products and services
- Preparation on marketing communications and corporate communications materials, including bilingual copy writing, basic handling of graphic designs, working with designers/suppliers/external parties
- Assist in maintaining and expanding credit card merchant networks and supporting the merchants acquiring service, plus joint promotional programs and activities
- To support the team head in making regular updates of contents for all media channels
- To assist in roadshows, branch open days and other events or activities of the bank in performing different sales or promotional activities

Requirements:

- Degree holder, preferably in Marketing Major
- At least 2 years experience in Marketing or Marketing Communications area
- Knowledge and experience related to handling graphic designs is an asset
- Outgoing, competent and with good communication skills
- Able to work under pressure and face pace environment
- Excellent command of written and spoken English and Chinese
- Knowledge of Mandarin and Portuguese is an advantage