

Marketing Manager – Private Banking

- **Well-Known Private Banking**
- **Great China Region exposure**
- **Circa up to HK\$850,000 p.a.**

Our client is a Corporate and Investment Bank with Private Banking arms. They are now seeking for aggressive marketing professional with passion and industry expertise to join their organisation.

The incumbent will report to the Head of Marketing

Responsibilities:

- Drive and strengthen the corporate image by formulating corporate communication and strategies
- Develop and execute marketing planning and strengthen company business objectives
- Plan and implement communication strategies including business issue, internal communications, corporate events and sponsorship
- Organize marketing events and seminars to promote the bank's products and services
- Working closely with different department heads for communication excellence

Requirements:

- University degree in Marketing, Communications or related discipline
- Minimum 10 years relevant experience preferably gained in Banking with at least 4 years in management role
- Strong understanding and updated knowledge of business marketing practices and the products
- Initiatives, detail oriented, strategic, analytical and passion in marketing
- Excellent communication, presentation and written skills in both English and Chinese including Mandarin

To apply, please forward your resume to quoting job reference no. **GSI8889** gody.lui@gsiconsultants.com.hk or contact **Gody Lui** at +852 3755 5488. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.