

Senior Manager, Marketing & Corporate Communication

- Leading Established Bank
- Excellent Career Advancements
- Circa HK \$700,000 per annum

Our client is a leading established Bank with presence in Greater China looking for high-caliber candidate to join their marketing team in Hong Kong.

The incumbent will report to the Head of Marketing & Corporate Communication

Responsibilities:

- To drive and strengthen the Bank Image by formulating marketing communications and PR strategies.
- Executing regular PR activities, marketing programs and developing special projects and events
- Responsible for the Bank website, press releases and the key contact to handle all media and corporate marketing campaigns for the Bank or support units.
- To write, translate, edit and create project management support for the Bank's internal and external communications and promotional collaterals.
- To develop, manage and implement brand building, corporate social responsibilities programs and other corporate activities.

Requirements:

- Degree holder in Finance, Marketing, Journalism, Communications or related discipline
- Minimum 8 years relevant experience preferably gained in listed companies or PR/advertising agencies.
- Detail-oriented and strong relationship with media and government bodies will be an advantage
- Superb communication and presentation skills in both Chinese and English

To apply, please forward your resume quoting job reference no. GSI 1083 to andy.lin@gsiconsultants.com.hk or contact **Andy Lin** at +852 3755 5411. All applications will be treated with strict confidentiality.

Only short-listed candidates will be notified.