

ASSISTANT MARKETING MANAGER

1. Leading Industry Organization
2. Blue Chip Company
3. Highly Competitive Package

Our client is a UK-based conglomerate with extensive presence in the Technology market. Our client is well-known for their aggressive business plan and management excellence. To cope with their rapid expansion, they are looking for a high calibre candidate to join their Marketing team.

The incumbent will report to the Head of Marketing.

Responsibilities:

1. Assist in gathering and maintaining market information and ensure the sales teams and HK headquarter are informed.
2. Assist in organising customer forums/briefings and new technology sessions.
3. Assist in event management and participation of promotional activities including shows and conferences
4. Assist in creation of marketing materials such as direct mail, HTML, print advertising, e-advertising, e-newsletter, event invitations and video/photographic materials in promoting the company's solutions. Assist in translation and QC of head office corporate materials.
5. Assist in PR activities including favourable press coverage, speaking opportunities for regional executives, maintain relationship with trade publications, sponsorship of industry events and associations.
6. Ability to prepare powerpoint presentations independently.
7. Co-ordinate the regional marketing calendar – including exhibitions, conferences, events, association and networking activities, advertising and PR activities.
8. Assist in organising customer forums/briefings and new technology sessions.
9. Manage relationships with suppliers, PR agencies, advertising agencies, exhibition designers etc.
10. Ability to draft copy as required for press releases, interview responses and marketing collateral
11. Perform other ad hoc duties as required.

Requirements:

1. Degree in Marketing, Journalism or Corporate Communications
2. Minimum 5 years' relevant experience; preferably gained in the Technology Industry
3. Experience in regional marketing, public relations or/and corporate communications is preferred
4. Independent, self-motivated and excellent interpersonal skills
5. Ability to work under pressure and tight deadlines
6. Excellent oral and written presentation skills in both Chinese and English

To apply, forward your resume to regina.tio@gsiconsultants.com or contact **Regina Tio** at +65 6834 0055. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.