

Marketing Executive (Digital & Content Marketing)



Job Purpose

We are seeking a dynamic and creative candidate to contribute to Infocast's marketing output. Potential candidate will be responsible for producing media content, managing e-marketing systems, administrating social media channels and enhancing the branding of the Company.

Responsibilities

- Produce marketing and promotional materials across various forms of print and digital media (i.e.: brochures, leaflets, graphics, web, social media, video, presentations, etc.)
- Prepare and translate content in English, Traditional Chinese and Simplified Chinese
- Liaise with the Company's internal departments, including Sales and Customer Service teams, to improve effectiveness
- Administrate social media and e-marketing systems (i.e.: Facebook, WeChat, eDM, CRM, etc.)
- Identify and develop the Company's unique selling propositions
- Evaluate new marketing trends and platforms
- Present and interact with clients at events and seminars

Requirements

- Degree in Marketing, Media, Journalism, Communication or related disciplines
- Prior relevant working experiences in a creative or content capacity
- Proficient with social media (Facebook and WeChat) and online media (Website, SEO)
- Proficient with office tools (Word, Excel, PowerPoint) and media tools (Photoshop, Illustrator)
- Strong command of spoken and written English and Chinese (Traditional and Simplified)
- Knowledge of brokerage, financial and/or technology industries will be an advantage
- Adaptable to work flexibly as a team player and also independently, in both a creative and results-oriented manner
- Self-motivated with strong interpersonal, presentation and problem solving skills, and able to work under pressure to meet deadlines
- Fresh graduates will also be considered

To Apply:

We offer attractive package including medical insurance scheme and good career prospects to the right candidate. Interested parties please send your application to hr@infocast.com.hk

For more Company information, please feel free to visit our website at www.infocast.com.hk and www.infocastFN.com.

All information received will be kept strictly confidential and only for employment-related purposes.