

At Sun Hung Kai Financial, we serve with professional integrity. More than a claim, this describes the way we do business. We are committed to being a world-class financial services provider and delivering superior solutions to our clients. Our people act effectively in the global investment landscape to make this possible. Renowned as one of the leading financial institutions in Hong Kong, Sun Hung Kai Financial Limited (“SHKFL”) has been established with a solid foundation and history of excellence since 1969. Through its two core businesses, Wealth Management and Brokerage, and Capital Markets, the company has an extensive network of branches and offices in Hong Kong, Macau and Mainland China, which offer customised wealth management and investment solutions for retail, corporate and institutional clients. Backed by Shanghai-listed Everbright Securities Company Limited (SSE: 601788) and Hong Kong-listed Sun Hung Kai & Co. Limited (SEHK: 86), we have the pedigree to deliver a steady return on equity, while remaining profitable.

Now an exciting opportunity has arisen for a high-calibre professional to join our dynamic team for a rewarding career:

## Associate, Digital Marketing

Ref: ADM/EB/IN

### Responsibilities

- Formulate marketing programs to generate leads in order to acquire, reactivate and retain the target segment and thus help grow business by launching marketing activities and campaigns, events and public relations functions, etc
- Plan and execute online campaigns, and manage the usage of online tools e.g. SEO, SEM, display banners, social media and optimize campaign performance
- Monitor competitors' activities in order to keep abreast of changes on the battlefield and propose time-to-market actions to management
- Liaise with agencies/ media to develop and produce creative marketing materials in order to ensure effective customer communication
- Manage usage adoption to support business growth
- Drive end-to-end customer experience and seek for continuous improvements
- Keep abreast of all local regulatory requirements particularly in respect of local sales restrictions and practices that may impact on sales and marketing activities of Wealth Management and Brokerage
- Observe and adhere to all internal control guidelines and measures

### Requirements

- Degree holder in marketing, communications or other related disciplines
- Minimum 3 years' relevant experience
- Deep understanding of the E-Commerce sales and digital marketing channels
- Familiar with financial products and services will be an added advantage
- Dynamic, enthusiastic, innovative, self-motivated, result-oriented, attentive to details and able to work under pressure in efficient manner
- Strong interpersonal and communication skill to work, interact with cross-function teams and facilitate business interactions
- Good command of both written and spoken English and Chinese including Putonghua

We offer a competitive remuneration package to the right candidate. If you are interested in the post, please send your resume together with your **present and expected salaries** through online application by clicking the “QUICK APPLY” button.

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For more information about our company, please visit [www.shkf.com](http://www.shkf.com).

*We are an equal opportunity employer and welcome applications from all qualified candidates. All applications will be treated in the strictest confidence. Personal data provided will be used for recruitment purposes only. The job applicant will assume all or any risks arising out of or in connection with the job application transmission process prior to our actual receipt of the same including but not limited to accidental or unauthorized loss or disclosure of personal information, to which we will not be responsible in any way.*

*Under the Personal Data (Privacy) Ordinance, you may request access to, and / or correction of your personal data in relation to your application. If you wish to do so, please email to [hr@shkf.com](mailto:hr@shkf.com).*