Evalueserve HK

Job vacancy: Associate Marketing Role, Equities Research

Work location: 2 IFC, Hong Kong

Your role
– Work with analysts to create campaigns for key research and client initiatives, leveraging video and our digital marketing platform.
– Own and drive the lifecycle of creating highest quality analyst and marketing videos in a timely manner, including but not limited to:
  o assisting in the development of video scripts,
  o create and format video visuals/graphics,
  o work very closely with the video editors
  o input video metadata
  o submit videos for regulatory approval.
– Collaborate with the global marketing team and marketing analytics team to create and execute on key marketing test ideas (A/B testing, 10/10/80 etc.) to learn from and execute for future marketing strategies
– Actively review client analytics/reporting data (readership, viewership etc.). Leverage analytics to drive future outcomes
– Work and provide support on campaigns related to external industry surveys
– Provide support on department and regional research campaigns, as and when required.
– Interact with management, regional stakeholders and technical teams from numerous functions across the business and be instrumental in helping to implement key initiatives.
– Partner with other marketing teams outside research on key marketing projects, including key investor conferences

Your experience and skills
You have:
– A minimum of 3+ years of experience; experience in digital marketing, technology and/or the financial services industry is helpful
– A university degree
– Meticulous attention to detail
– Strong verbal and written skills
– Demonstrable success working on complex initiatives, handling multiple projects of various sizes simultaneously under tight deadlines
– Top-notch Excel and PowerPoint skills
– Experience with Adobe Premier valuable

You are:
– willing to roll up your sleeves and get the job done
– highly motivated, resilient, flexible and have a can-do attitude; a self-starter and team
player comfortable working with ambiguity
– creative, like to innovate and pursue new ideas
– strong written and verbal communicator
– thoughtful and exercise good judgment, knowing when is appropriate to seek guidance
– analytical and structured; a fast learner adept at problem-solving
– able to work under pressure
– willing to work with a global team

Application method:
Submit English CV directly to recruitmentchina@evaluserve.com.

*Evaluserve is committed to providing equal employment opportunities (EEO) globally, eliminating discrimination, and promoting good relations among employees, regardless of age, disability, ethnicity or origin, sex, gender assignment, gender identity, religion or belief, sexual orientation, and marital or civil partnership status. Evaluserve is an inclusive employer and is proud of its diverse workforce.