

Job Description

Title: Digital Marketing Executive (Chinese-speaking)
Reporting: Head of Marketing
Department: Marketing

Purpose of this Function:

We are looking for a talented Digital Marketing Executive to join our Global Marketing Team and to help provide support for the whole marketing team and its initiatives. You will be tasked with handling the brand quality of all communication materials, overseeing the company's and employee branding projects, managing our personal branding for our CEO and key executives, social media listening, influencer relationship as well as overlooking ad-hoc creative content production. You will be part of our Communications team that will support you to fulfil your team's KPIs.

Job Responsibilities

- New content management: Uploading branded content to our mobile app and Partners' tool platform.
- Project management: Manage creative content production, social media campaigns, company branding exercise & KOL campaigns.
- Social media engagement: Active in social media listening, provide content ideas for the content team and handle social media for branding initiatives.
- Assist with content promotion for content team.
- Running social media campaigns: Come up with social engagement programs to increase brand loyalty and activation.
- Negotiate and handle all influencer relationships.
- Provide creative ideas for top-of-funnel marketing programs.

Requirements

- Degree in Public Relations, Marcomms, Marketing or equivalent.
- At least 3-4 years of relevant working experience in marketing professional services, banking or similar fields, ecommerce technology companies.
- Drive, competence, flexibility, and a willingness to learn.
- Good copywriting skills with a creative touch.
- Good command of English and Chinese language as well.
- Ability to work under pressure/ tight deadlines.
- Good teamwork, analytical and problem-solving skills.

Fullerton Markets International Limited
First Floor, First St. Vincent Bank Ltd Building
James Street, P.O. Box 1574
Kingstown, VC0100
St. Vincent and the Grenadines
Company No.: 24426 IBC 2017

Phone: +44 20 3808 8261
Email: corporate@fullertonmarkets.com
Web: www.fullertonmarkets.com



FULLERTON MARKETS®

Your Committed Trading Partner

-
- Excellent in interpersonal and communication skills.
 - Experienced in Social Media management (Facebook, Instagram, LinkedIn and YouTube).
 - Previous experience in executing personal branding projects will be highly advantageous.
 - Good ability to grasp conceptual ideas and execute creative ideas.
 - Must be willing to travel when required.
 - Good interpersonal, presentation and communication skills.
 - Work well in a team and efficiently able to manage multiple projects and deadline simultaneously.

Fullerton Markets International Limited

First Floor, First St. Vincent Bank Ltd Building
James Street, P.O. Box 1574
Kingstown, VC0100
St. Vincent and the Grenadines
Company No.: 24426 IBC 2017

Phone: +44 20 3808 8261

Email: corporate@fullertonmarkets.com

Web: www.fullertonmarkets.com