

Sun Hung Kai Financial Limited ("SHKFL"), founded in 1969, is a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86).

Operating under the Sun Hung Kai Financial brand as well as the SHK Private and SHK Direct sub-brands, SHKFL has three core business segments, which are Wealth Management and Brokerage, Capital Markets and Asset Management. They offer customised financial solutions for retail, corporate and institutional clients.

SHKFL has an extensive branch and office network in Hong Kong, China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$72 billion* in assets under management, custody and/or advice. (*Figures as of 30 June 2011)

To cope with our business needs, we are now looking for candidates with good potential to apply for the following position in the Fund Management Department:

Vice President, Marketing (Fund Management)

Ref: VPM/FM/010312IN

Responsibilities

- Assists in formulating a region wide Marketing strategy that encompasses collateral production, website strategy, coordination of product launches & client events and public relations related areas
- Establishes an infrastructure within the Firm to effectively address and respond to Client RFP & RFI enquiries, closely liaising with the relevant departments required to assist for input
- Plans and implements media strategy for the region whilst working closely with Corporate Communications; coordinates brand-building activities and external media coverage, in particular for new product initiatives or general corporate development
- Ensures correct product positioning and content management in the marketing collateral production process that includes fund fact sheets, product presentations, product brochure, periodicals, flyers, speaker notes and other promotional material
- Keeps abreast of all local regulatory requirements particularly in respect of local sales restrictions and practices that are relevant for the Firm's sales activity and respective marketing collateral
- Manages database of Clients and the external communication infrastructure
- Acts as Project coordinator for new fund launches

Requirements

- Degree holder in Marketing preferred
- 5 years' relevant experience with mutual fund marketing or sales experience a plus
- Some experience in event management & strong project management skills an advantage
- Driven, creative thinker and enthusiastic
- Pleasant personality with social skills to lead and interact with a business development team in Asia
- Excellent written English, good command of written and spoken Chinese a plus

(Shortlisted applicants will be invited to attend a written test on a small project assignment)

We offer a competitive remuneration package to the right candidate. Please send your resume with **present and expected salaries** to **Human Resources Department** via email to hr@shkf.com (Please quote reference number for the job application).

For more information about Sun Hung Kai Financial, please visit 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. We do not assume any risks of disclosure of personal information prior to receipt of applications.)