



<https://fintechnews.hk/job/assistant-manager-marketing-at-welend/>

Assistant Manager, Marketing

Description

The Assistant Manager, Marketing will be responsible for assisting the Senior Manager to formulate marketing & branding strategies as well as leading the team to execute marketing plans to drive brand awareness, sales acquisition, customer growth and also to enhance customer experience with participation in new product/technology development. We are a team striving for World-class marketing campaigns recognized by numerous of industry awards. This person will contribute to optimize quality and effectiveness of various integrated marketing campaigns, including ATL, BTL and digital. This person will have the opportunity to drive the brand direction of a FinTech Company, change consumer behavior and alter the perception of financial companies in the Hong Kong lending market with our unique brand assets of Fintech empowerment. The role requires a creative and open-minded individual who is looking to work in a challenging but rewarding environment.

Responsibilities

- Assist in formulating branding & marketing strategies and defining product positioning to meet consumers' needs and business objectives
- Develop strategies for marketing acquisition campaigns to meet consumers' needs with our products' uniqueness
- Direct creative & media agencies and vendors in developing quality marketing acquisition campaigns in a timely manner to drive business goals
- Work with technology team to ensure website alignment with our brand and campaigns in terms of contents and tonality
- Evaluate campaign effectiveness to ensure that initiatives are measurable and reportable
- Participate in identifying consumers' needs and develop new products/technology to enhance customers' experiences
- Stay on top of current market dynamics and be aware of competitors' products and marketing campaigns
- Proactively work with internal stakeholders to understand business needs to drive business initiatives and campaign responses to derive learning for future improvement
- Work with Finance to plan and manage marketing and campaign budgets within approved limits

Qualifications

- Bachelor's degree with 6+ years of working experience
- Thorough knowledge and experience working with advertising and PR agencies
- Previous working experiences in Advertising agencies is highly preferred
- A passion for excellence: the candidate should repeatedly strive to improve his or her work
- Independent and have a strong attention to detail
- Ability to multi-task. The person should be comfortable taking on a variety of projects that may fall outside of their day-to-day responsibilities

Hiring organization

WeLend

WeLab is a leading fintech company in Asia, which operates one of first licensed digital banks in Asia – WeLab Bank, as well as multiple leading online financial services businesses including WeLend and WeLab Bank in Hong Kong, WeLab Digital (WeLab Digital), Taoxinji (WeLab Digital), Wallet Gugu (WeLab Digital) and Tianmian Tech (WeLab Digital) in Mainland China and Maucash in Indonesia. WeLab aims to bring joy to everyone's financial journey. We strive to improve people's lives by reinventing financial services through game-changing technology. We put our people first, whether it's our customers or our employees.

Employment Type

Full-time

Job Location

Hong Kong, Hong Kong

Date posted

March 31, 2022

APPLY

- Excellent project management and problem-solving skills
- Team player who is innovative, flexible and willing to learn in a dynamic working environment
- Fluency in English, Cantonese and Mandarin (preferred) with excellent written and verbal communication skills
- Candidates with more experience will be considered as Manager

Job Benefits

- Competitive salary
- Learning and development stipend, because we value lifelong learning and believe the best way to invest in our employees is to encourage them to continue to learn
- Work hard and laugh lots (chicken wings and french toast, etc.) with a high-performing, fun and diverse team
- Happiness Dollars for spending on anything that makes you happy
- Coffee stipend
- Conveniently located office surrounded by diverse and delicious lunch options
- Lively office with gaming consoles and a ping pong table
- Fun extracurricular activities with your colleagues like hiking, yoga, badminton, wine tasting, dragon boat racing, rock climbing, etc.
- Employee referral bonuses