

QUINLAN & ASSOCIATES

MARKETING AND OPERATIONS EXECUTIVE

An exciting opportunity exists at Quinlan & Associates, a leading independent strategy consulting firm specialising in the financial services industry.

We are currently looking for a full-time Marketing / Digital Marketing and Operations Associate to assist with the company's marketing and operational needs in 2021 and beyond.

RESPONSIBILITIES

Your main responsibilities will include:

1. MARKETING/DIGITAL MARKETING (75%)

Marketing

Work closely with the CEO, Partners, and the Business Development team to support all aspects of the marketing process, including:

- Create, develop and manage a marketing strategy for the firm
- Prepare and manage go-to-market content, proposals and client pitching material
- Connect with major industry conferences organisers to book potential speaking engagements
- Campaign management of all firm wide marketing agendas inclusive of resourcing and logistics
 - Serve as a key coordinator in sales opportunities to execute the marketing agenda and manage marketing deliverables required in client deliverables
 - Organise and market company events (e.g. webinars)

Digital Marketing

- Create, develop and manage the digital marketing strategy for the firm
 - Plans and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns
- Create, design, build and maintain our social media presence
 - Manage all posts / pages (i.e. LinkedIn, Facebook, Instagram, and Twitter) for the company and Partners
- Update and manages all details relative to the company website
 - Uploading company research reports, media releases, conference appearances, etc.
- Create, develop and manage a company video strategy inclusive of content creation, production management, and video editing / delivery
- Measure and report performance of all digital marketing campaigns against goals (ROI and KPIs)
- Identify trends and insights in the digital media space
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies

2. OPERATIONS (25%)

- Provide internal administrative / operational support to the Partners and COO (e.g. internal meeting scheduling, travel scheduling, expense filing, recruitment support, etc.)
- Complete ad-hoc assignments as directed by the CEO

WHAT WE LOOK FOR

The minimum requirements for this role are:

- University degree with strong grades from a reputable university
- Up to 2 years marketing experience, with strong working knowledge of social media strategy, content creation, collateral design, video production and editing
- Strong communication skills (both oral and written) in English
- Excellent copywriting and editing skills, with outstanding attention to detail
- Tech-savvy (proficiency in Microsoft Office and familiarity with social media, multimedia, and software design platforms is a must)
- Positive and proactive attitude, with a strong ownership mindset
- Outgoing and sociable personality, with strong interpersonal skills
- Creativity and lateral thinking abilities
- Some knowledge of the financial services industry would be well favoured
- A good sense of humour
- The ability to work in Hong Kong

Please note that proficiency in Chinese (both Mandarin and Cantonese) is preferred but not required.

WHAT WE OFFER

We offer comprehensive on-the-job training, mentorship by senior finance and strategy professionals, and unmatched exposure to the world of management consulting. We provide our employees with a challenging and stimulating career and the chance to gain exposure to a diverse array of innovative clients across a variety of industries and markets. Most importantly, we pride ourselves on our unique company culture built around a collaborative, innovative, and fun working environment.

Some of the benefits we offer include:

- Salary: Competitive
- Bonus: Annual (discretionary)
- Benefits: Medical insurance
- Company Perks: Flexible working arrangements, annual birthday leave

WHO WE ARE

Quinlan & Associates is a leading independent strategy consulting firm specialising in the financial services industry.

We are the first firm to offer end-to-end strategy consulting services. From strategy formulation to execution, to ongoing reporting, communications, and corporate training, we translate cutting-edge strategic advice into commercially executable solutions.

With our team of top-tier financial service and strategy consulting professionals and our global network of alliance partners, Quinlan & Associates gives its clients the most up-to-date industry insights from around the world, putting them an essential step ahead of their competitors.

Quinlan & Associates. **Strategy with a Difference.**

HOW TO APPLY

You can apply to the role by via the following link:

<https://www.quinlanandassociates.com/job-application/>