

## Consumer Finance Department

### Assistant Manager to Senior Manager, Product Management (Credit Card) (Ref. No: CFD-2166)

#### Job Responsibilities:

- Formulate, coordinate and implement marketing program on acquisition and new product launch, develop, implement and evaluate promotion programs, system enhancement and business plans for yearly target
- Manage end to end customer and product journey for product life cycle
- Lead and maintain the product materials and product privileges
- Follow through and co-ordinate with external parties on business partners and card associations.
- Ensure compliance with relevant regulatory requirements and internal policies

#### Job Requirements:

- University graduate in Economics, Finance or related disciplines.
- At least 2 years' relevant experience in banking or financial industry, preferably with good knowledge and experience in product management.
- General understanding of various banking products and services.
- Strong problem-solving skill and responsible, able to prioritize the jobs with limited resources.
- Strong communication skills and execution skill with high quality outcome, can work under pressure to complete the task on time.
- Good command of written & spoken English and Chinese including Putonghua.

To apply, please submit your resume to [hrd@icbcasia.com](mailto:hrd@icbcasia.com).

*All information provided by applicants will be used only for recruitment purposes and will be used strictly in accordance with the Bank's Privacy Policy Statements and Circulars, which are available on our website.*