

Internet Finance Department

Assistant Manager, Digital Marketing (E-Banking) (Ref. No: IFD-238)

Job Responsibilities:

- Design and implement digital marketing initiatives to achieve business objective & goals
- Work closely with various internal parties and external agencies to formulate campaign strategies
- Evaluate digital marketing activities to identify any potential compliance risks and operational risks
- Work with group compliance to keep abreast of and adhere to the updated group policies and requirements
- Carry on ad-hoc projects as required

Job Requirements:

- University graduate with major in Business, Marketing or related discipline
- Minimum 3 years of relevant working experience
- Familiar with Banking Ordinance, SFO and relevant rules, codes and guidelines issued by HKMA and SFC
- Excellent knowledge of Facebook, Instagram, WeChat and other social media brands and best practices
- Excellent written and oral Chinese and English, Mandarin is a must
- Sound analytical skills and detail-oriented
- Good command of spoken and written English and Chinese, including Putonghua

To apply, please submit your resume to 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.