

## Retail Banking & Wealth Management Department

### Senior Officer to Manager, Marketing Planning & Promotion (Ref. No: RBD-138)

#### Job Responsibilities:

- Oversee the execution of marketing campaigns and sales promotion programs, monitor results and conduct post-event review and fulfillment
- Assist to oversee the marketing budget of retail banking, monitor the market spent and all out-payments
- Formulate and execute promotion plans (through advertising, social media, press release etc) for promotions and brand exposure
- Organize customer experience events for acquisition or loyalty building
- Explore partnership opportunities and to develop joint promotions
- Identify PR angles to generate media exposure of the Bank
- Conduct marketing research to keep track of promotions and activities by key market players
- Work with internal departments to ensure all the marketing materials and activities are complied with internal legal and compliance requirement

#### Job Requirements:

- University graduate
- Preferably degree in Business Administration, Marketing or Communications
- 8-10 years of work experience in banking industry with exposure to marketing promotions, PR, customer events and project management
- Good command of spoken and written English and Chinese, including Putonghua
- Strong business sense with good analytical skills
- Good interpersonal, leadership and project management skills
- Able to work under pressure and tight deadlines

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.*