



BOCI-Prudential Asset Management Limited (the “Company”) offers a broad spectrum of investment products ranging from Hong Kong mandatory provident fund scheme (“MPF”), retirement schemes, retail unit trusts, to exchange traded funds, apart from the tailor-made investment strategies for individual and institutional clients.

### **Senior Vice President / Vice President, Market Research** (Ref: AM-706-W)

Our Marketing Department is currently looking for high caliber candidate to join

#### **Responsibilities**

- Lead the team under Marketing Department to conduct market research and analysis to identify target markets, industry trends and competitor activities
- Monitor and analyze marketing performance metrics, prepare regular reports and research result for optimization
- Facilitate communication actions with various parties to enhance flow of sales ideas
- Collaborate with the sales team to align marketing efforts with business objectives
- Assist the top management in formulating the corporate strategic plan and prepare the written reports of the business updates
- Participate in ad hoc projects as assigned

#### **Requirements**

- Degree holder in Business Administration, Marketing or related disciplines with a minimum of 7 years of relevant working experience in financial industry, preferably in asset management field. Candidates with less experience will be considered to join at a lower level position
- Advanced academic degrees or relevant professional qualifications would be an added advantage
- High awareness and understanding of the wider business, economic and market environment in which the asset management firm operates
- Strong analytical skills with the ability to interpret market data and trends to formulate the strategic business plan
- Strong knowledge on Bloomberg, Morningstar and Lipper etc.
- Proficiency in Microsoft Office especially Chinese Word processing
- Good command of both written and spoken English, Cantonese and Mandarin
- Good communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams

We offer competitive remuneration package and comprehensive fringe benefit to the right candidates. Interested parties please submit your application to [assetmgt.hr@boci-pru.com.hk](mailto:assetmgt.hr@boci-pru.com.hk).

*All information received will be treated in strict confidence and only be used for recruitment related purpose. Candidates who are not being contacted within two months may consider their applications unsuccessful. Unsuccessful applications will be retained for up to twelve months for further recruitment purposes and will then be destroyed.*

**Teamwork \* Responsibility \* Integrity \* Performance**