



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 Manager, Market Research

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

Responsibilities

- Assist the top management in formulating the corporate strategic plan and prepare the written reports of the business updates
- Update business plans, strategic roadmaps, and related documents to align with organizational goals
- 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
- Collaborate with the sales team to align marketing efforts with business objectives
- Participate in ad hoc projects as assigned

Requirements

- Degree holder in Business Administration, Marketing or related disciplines with a minimum of 5 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
- Proven experience in strategic planning, with a track record of developing/executing business strategies that drive growth or operational efficiency
- High awareness and understanding of the wider business, economic and market environment in which the asset management firm operate
- Strong analytical skills with the ability to interpret market data and trends to formulate the strategic business plan
- Take ownership of assigned tasks with a responsible, detail-oriented approach, meeting tight deadlines while maintaining quality standards
- Good command of both written and spoken Cantonese, Mandarin and English
- Good communication 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.

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