



## Senior Writer (Senior Associate/AVP), Branding and Marketing

### 品牌及市場部- 資深文案/內容策劃專員

As part of the Branding and Marketing team, this role will focus on thought leadership and business writing and editing.

Key Responsibilities:

Development and writing of thought leadership content including angles, storylines and full articles that support Micro Connect's global strategic business priorities

Writing and editing for major business proposals

Writing and editing complementary content for strategic marketing campaigns

Conduct desk research, consultations with Micro Connect subject matter experts, and fact checking to ensure value-added and accurate content generation

Ensure all content is aligned with corporate brand standards and compliance requirements

Requirements:

Degree in Communications, Marketing, Language or related discipline

Minimum 5 - 8 years of relevant experience in copywriting in an international corporate or agency environment, and able to demonstrate through portfolio of work

Knowledge of and sincere interest in impact investment is a plus

Native equivalent written English. Chinese language ability is an advantage.

Versatile range of writing for different mediums (e.g. articles, presentations, social media)

Strong social media skills with LinkedIn and other social media, e.g. Instagram, Facebook, YouTube, WeChat, Weibo, etc.

Good understanding of the Asia Region (Greater China, Southeast Asia, India)

Successful track record of working effectively with colleagues in China

Ability to work independently, project and time management skills

Flexible and willing to work outside of Hong Kong office official hours as and when needed

Accuracy and attention to details and passion for writing

Immediately available is definitely an advantage

**Location** – Hong Kong

品牌及市場部- 資深文案/內容策劃專員是滴灌通集團旗下負責撰寫及編輯集團文案內容的專員，屬集團品牌及市場部成員之一。

**崗位職責：**

撰寫內容，包括撰寫支持滴灌通集團在全球的戰略業務重點的角度的文章，使滴灌通成為領先業界的新金融集團

撰寫和編輯主要商業計劃書

為戰略營銷活動編寫和編輯補充內容

進行行業研究及與各部門合作，確保集團文案內容準確及提升品牌價值

確保所有內容符合企業品牌標準和合規要求

**崗位要求：**

傳播、市場營銷、語言或相關學科的學位

至少 5 - 8 年在國際公司或公關公司環境中從事文案寫作的相關經驗，並能夠通過作品集進行展示

具有等同於母語的英語水平及優秀的中文寫作能力

針對不同媒體的多種寫作（例如文章、演示文稿、社交媒體）

對影響力投資有了解和興趣者優先

具有 LinkedIn 和其他社交媒體的強大社交媒體技能，例如 Instagram、Facebook、YouTube、微信、微博等

對亞洲地區（大中華區、東南亞、印度）有很好的了解

能與中國內地同事良好溝通合作

獨立工作的能力，項目和時間管理技能

靈活並願意在需要時在香港辦公時間以外工作

準確性和對細節的關注以及對寫作的熱情

**工作地點 – 香港**