

Manager, Ecosystem Partnership	Post Date: 18 November 2020
Digital Transformation Division	Deadline: 24 November 2020
Ref: DTD274/HKCS/181120	HKCS

Job Duties:

- Plan and deliver Event Marketing, Content Marketing, Study Missions, Training, Partnership and Public Relations that are in line with HKPC’s corporate mission, and results in brand awareness, ecosystem engagement, B2B lead generation, sponsorship sales generation and customer life cycle management
- Develop creative and innovative events to serve the Division’s business objectives; plan, organise, execute and hold accountable for the end-to-end successful delivery of events, including the management of event budget, attainment of sales goals, lead generation and no. of participants, etc.
- Develop and implement a holistic content marketing strategy, develop social media and marketing content across online and offline communication channels to raise brand awareness, generate sales leads and engage potential customers
- Develop and cultivate the ecosystem of HKPC for Industry 4.0 and Enterprise 4.0 to foster knowledge exchange, professional networking and business matching opportunities among the digital services providers and potential clients by industry verticals
- Establish and maintain strong network with trade associations and professional bodies, execute structured accounts coverage and development plans to build pipeline of business opportunities
- Innovate to expand and diversify income streams, e.g. sponsorship repackaging, service bundle, membership subscription, etc.
- Keep abreast of technology trends, industry trends, and market intelligence and translate them into business opportunities

Job Requirements:

- Degree holder with minimum 6 years’ experience in marketing, event management and business development or related discipline, of which 3 years in supervisory positions
- Proven track record in managing revenue-generating events from planning, budgeting, development and successful implementation
- Experienced in key account management. Demonstrated track record in building and nurturing relationships at all levels

- Strong commercial sense; able to leverage effective marketing tools and creative content to optimise exposures for the brand. Familiar with SEO, SEM, affiliated marketing, etc.
- Strong communication, interpersonal, influencing and leadership skills; able to persuade others, internally and externally, to solicit buy-in for new / repackaged products
- Agile, resourceful, able to prioritise and handle multiple tasks under pressure without losing attention to detail
- Demonstrated capability to lead and/or motivate others
- Extensive network in industries and tech sector is an advantage
- Good command of both spoken and written English and Chinese, including Putonghua
- Applicants may be considered for other positions if not matching the requirements of the subject position

Application:

HKPC will take into consideration both the quantitative and qualitative requirements of the post when selecting the suitable candidates. A competitive salary package commensurate with academic qualifications and experience will be offered.

Applicants should send application, together with a detailed resume, current and expected salary and contact telephone number by email to rdtd27420@hkpc.org (quoting the reference number on the subject heading) within one week.

Applications not quoting reference number will lead to late processing.

Personal data collected will be used for recruitment purpose only. Candidates not invited for interviews within 6 weeks may consider their applications unsuccessful and the applications will be disposed by HKPC within 12 months.