

At Everbright Sun Hung Kai, we serve with professional integrity. More than a claim, this describes the way we do business. A subsidiary of Everbright Securities Company Limited (SSE: 601788, HKEX: 6178), with Sun Hung Kai & Co Limited (HKEX: 86) as its substantial shareholder, Everbright Sun Hung Kai offers a full-fledged financial platform that provides excellent cross-border and world-class financial products, and superior solutions for our clients. As one of the leading financial institutions with a solid foundation and history of excellence since 1969, Everbright Sun Hung Kai operates four core businesses, Wealth Management and Brokerage, Corporate Finance and Capital Markets, Asset Management, and Investment and Financing, serving individual, corporate and institutional clients in Hong Kong, Macau, Mainland China and the U.K.

Our all rounded product and service suite, and our solid track record of delivering a steady return on equity while being committed to staff development, present enormous prospects for talents.

Now an exciting opportunity has arisen for a high-calibre professional to join our dynamic team for a rewarding career:

## Vice President, Digital Channels and Marketing

Ref: VP/DCM/EB/IN

### Responsibilities

- Lead the digital channel development and usage adoption to support EBSHK Direct business growth, ensure stable performance and customer experience delivery in partnership with Information Technology Department
- Manage digital marketing campaigns to drive EBSHK Direct acquisition and portfolio management, work closely with Business & Client Marketing Department on integrated campaigns
- Own end-to-end customer experience for EBSHK Direct customers and seek for continuous improvements
- Keep abreast of market development and technology disruption on financial services and wealth management space and help position EBSHK for market activities

### Requirements

- Degree holder in Business, Finance, Communication or other related discipline
- Minimum 7 years' experience in financial services industry or e-commerce field
- Holder of relevant SFC license such as Type 1 regulated activity
- Solid knowledge on information technology platforms, database management and digital marketing techniques
- Good knowledge on wealth management products and investment products
- Strong project planning and project management skills

We offer a competitive remuneration package to the right candidate. If you are interested in the post, please send your resume together with your **present and expected salaries** through online application by clicking the "QUICK APPLY" button.

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For more information about our company, please visit [www.ebshk.com](http://www.ebshk.com).

*We are an equal opportunity employer and welcome applications from all qualified candidates. All applications will be treated in the strictest confidence. Personal data provided will be used for recruitment purposes only. The job applicant will assume all or any risks arising out of or in connection with the job application transmission process prior to our actual receipt of the same including but not limited to accidental or unauthorized loss or disclosure of personal information, to which we will not be responsible in any way.*

*Under the Personal Data (Privacy) Ordinance, you may request access to, and / or correction of your personal data in relation to your application. If you wish to do so, please email to [hr@ebshk.com](mailto:hr@ebshk.com).*