

Marketing Communications Officer

We are looking for an experienced marketing person who can help us create content for campaigns that will increase customer engagement and loyalty.

You'll be joining a team of creative, hard-working learners who are committed to helping our customers get through their investing journey more easily.

JOB DESCRIPTION

- Write, develop, and disseminate corporate marketing materials to:
 - Guide customers with their investing and trading, across their respective customer and investor journeys
 - Deepen the relationships with customers
 - Launch new products and services
 - Build the company's brand and reputation
 - Manage and update the content of the user/client pages in the COL website/platform
- Produce relevant, valuable, and engaging content for the different customer touchpoints, consistent with the Brand Equity, Brand Voice, and Brand Visual Identity
- Coordinate and collaborate with other business segments in the creation, production, and dissemination of content for customers

Marketing Communications Officer

JOB DESCRIPTION

- Help develop and produce client events, including the company's regular briefings & summits
- Monitor and report on all customer campaigns and their effectivity, and provide input and analysis on the campaigns to improve subsequent Customer Engagement initiatives

JOB REQUIREMENTS

- Preferably with at least 3-5 years of relevant work experience in market research, data analytics, or related field
- With strong analytical skills to analyze qualitative and quantitative data
- Must have great communication skills, and is able to present their analysis and insights with ease
- Proficient in Excel, PowerPoint, and business intelligence or data visualization tools

INTERESTED IN THE ROLE?

Send us your résumé through apply@colfinancial.com and we'll get back to you as soon as possible.

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