



The **wealthcare** experts

Headquartered in Hong Kong with presence in Singapore, Australia, Japan and India, Quantifeed is Asia's leading provider of digital wealth management solutions for financial institutions. Developed by a team with experience drawn from leading investment banks, Quantifeed's QEngine has been named Best Robo Advisor Solution by the prestigious Asian Private Banker magazine for three consecutive years. Its robo technology powers banks, insurers, brokers and wealth planners to provide simple, personalised, and engaging wealth management journeys. Combining software engineering and quantitative finance, we help transform financial institutions into providers of wealthcare, a customer-centric service focused on meeting everyone's wealth management needs. For more information, please visit: <https://www.quantifeed.com>.



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If you like the sound of joining a young and dynamic team in revolutionizing the wealth management industry, then look no further and contact us at careers@quantifeed.com

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Head of Marketing and Communications

Location: Hong Kong

As a senior executive of the firm, you will be responsible for driving our corporate image and helping to achieve brand recognition across the financial industry in Asia. You will mentor and lead our marketing team and steer the marketing and communications strategy at Quantifeed. This is a unique role centred on communicating how financial institutions can reinvent wealth management and how we can enable this transformation through our technology.

You will work with the senior management team, partner PR and digital marketing firms.

Responsibilities

- Develop the corporate and product marketing and communications strategy; oversee and contribute to its execution
- Oversee the creation and curation of marketing content
- Manage key content channels, including our company's newsletter, blog, marketing website, social media channels.
- Develop new content concepts, with a focus on video, infographics and other creative formats.
- Generate creative ideas for distributing content for lead generation.
- Establish and implement communications strategies that support the Quantifeed business, aligning with Quantifeed's brand positioning around key initiatives.
- Work to establish media relationships across all key markets to communicate Quantifeed's business narrative via press releases, bylined articles, media pitches, etc.
- Manage a message-house that communicates Quantifeed's value proposition to our clients.
- Devise compelling ways to feature key members from our executive and research teams, while also developing an influencer network for contributions.
- Consistently measure, analyze and report ongoing content performance against key performance indicators.
- Work with HR and other key stakeholders to manage employee communications.

Requirements

- Bachelor's Degree or higher, preferably in marketing, communications or similar discipline
- 10+ years of experience in marketing or communications, preferably in technology and/or financial services industry or related agencies
- Experience working in a multi-cultural corporation and in a cross-country capacity is preferred
- Experience crafting and executing marketing and communications strategies
- Experience establishing the brand voice across different digital and social channels
- Strong project management skills and attention to detail
- Excellent communication skills in English and Chinese (Mandarin and/or Cantonese)

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