

Position: PR and Brand Manager

Job Description:

We are looking for an experienced Manager, Public Relations & Branding who is passionate and highly motivated to join our Global Marketing Team.

Responsibilities:

- Developing PR strategies in forex/financial industry.
- Able to add/write content on hot topics at an 'as and when' basis.
- Liaising with, and answering enquiries from media, individuals and other organisations, often via any channels.
- Researching, writing and distributing press releases to targeted media.
- Collating and analysing media coverage.
- Preparing and supervising the production of publicity materials i.e. videos, multimedia programs.
- Organising events including press conferences, exhibitions, meet-ups and press tours.
- Managing and updating information while engaging with users on social media sites such as but not limited to Twitter, Instagram, Facebook & LinkedIn.
- Sourcing and managing speaking and sponsorship opportunities.
- Managing the PR aspect of a potential crisis situation.
- Perform any ad-hoc duties as assigned by the supervisor.

Job Requirements

- Degree in Marketing, Marcomms or equivalent.
- At least 3-4 years of relevant working experience in marketing professional services, banking or similar fields, ecommerce technology companies.
- Drive, competence, flexibility and a willingness to learn.
- Ability to work under pressure/ tight deadlines.
- Good teamwork, analytical and problem-solving skills.



FULLERTON MARKETS

Your Committed Trading Partner

- Excellent in interpersonal and communication skills.
- Stay abreast of current affairs and have a good sense of business acumen.
- Must be willing to travel when required.
- Able to start work immediately or on a short notice is preferred.
- Candidate must have excellent communication skills in English
- Potential leadership quality with good interpersonal, presentation and communication skills.
- Operates independently and efficiently to manage multiple projects and deadline simultaneously.