

# Ogilvy & Mather Marketing Communications Limited

Ogilvy Global Website: <https://www.ogilvy.com/>

Ogilvy Hong Kong Website: <http://99queens.hk/>

Careers Site: <https://asiacareers-ogilvy.icims.com>

## Account Executive

### **Responsibilities:**

- Responsible for day to day project administration in an accurate and timely manner.
- Assist in developing briefs for the client.
- Develops a thorough understanding of the brands and apply the knowledge to meet/exceed clients' expectation.
- Develops a sense of ownership and passion for all creative work.
- Works with peers across departments & disciplines to apply best account servicing practice.
- Manage ad hoc projects when required.

### **Requirements:**

- Degree holder with one year experience in marketing / communications industry is preferable.
- 1 to 2 years relevant or agency experience is an advantage.
- Good at project management and interpersonal skills. Well organized and pays attention to details.
- Good communication in both written and oral presentations (English and Chinese).
- Proficient in the use of Microsoft Office (Excel, Word, PowerPoint).
- Fresh graduate are also welcome.

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## **Account Coordinator (PR & Influence)**

Do you have endless curiosity to learn and do new things? Are you relentless in the pursuit of great work? Do you thrive in a fast-paced dynamic environment? Are you smart, considered and a cut above the rest? If yes, you might just be the perfect fit for Ogilvy PR & Influence.

We are looking for highly motivated, creative and talented team players to work with our rapidly growing consumer, travel and corporate client base. If you have a passion for PR and a can-do attitude, check out the openings below to see if you sound like the one who fits.

Account coordinators play a vital role in supporting the work of the team. They should demonstrate a flair for communications and be confident team players able to manage a varied workload from research, reporting, media pitching, editorial development, creative idea generation and administration.

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## **Junior Strategic Planner**

### **Essential Duties and Responsibilities:**

- Contribute to project development
  - Contribute to pre-sales efforts, including identifying new services or project opportunities.
  - Contribute to proposal generation and development of new service offerings.
  - Develop marketing manager and director level bonded relationships.
- Responsible for Client communications/campaign strategy
  - Lead consultation on marketing strategies and processes.
  - Work closely with clients to formulate, understand and document business goals.
  - Define projects' scope, marketing objectives, milestones, business/ functional and technical requirements.
  - Define detailed campaign requirements and mechanics.
  - Understand and coordinate plan with on-line/off-line media activities.
  - Present strategies to Clients and refine the strategy for the execution phase.
  - Oversee the campaign execution from a strategic viewpoint. Present periodic results to Clients and recommend improvements.
  - Present results and key findings.
- Oversee the definition of data requirements including
  - Customer segmentation and analysis.
  - Campaign performance reporting.
  - Website performance tracking.
  - Business case inputs.
- Lead the production of clear, concise written documentation for project deliverables. Includes developing deliverable templates, documenting marketing strategy and contact plans, requirements, and final deliverables.
- Contribute to team goals and objectives including:
  - Assisting in packaging intellectual property for presentations and submission to Truffles.
  - Working closely with consulting and account services team members to develop seamless project transitions.
  - Collaborate with team to make sure that they are organized and focused on the success and profitability of the project.
  - Contribute to and adhere to engagement methodologies and project metrics
  - Maintain excellent client relations.

### **Qualification Should Include:**

- Bachelor's degree or equivalent.
- Prior Project Management experience.
- Demonstrates analytical and organization skills.
- Well-developed verbal and written communication skills.

