

Vice-President, Business Development (Marketing / PR)

Key Roles and Responsibilities

- Working closely with Head of Business Development to develop business growth strategies
- Managing and retaining relationships with existing business channels (farmer)
- Networking with counterparties in the financial industry (hunter) to develop new contacts
- Handle RFO's digital marketing (social media, SEO)
- Liaise with external parties (Reporters, service providers doing videos, website, translation)
- Presentation (seminar / webinar), prepare PPT
- Open up untapped markets and to establish footprints in these markets
- Having an in-depth knowledge of business products and value proposition
- Clear understanding of our products and how to pitch them

Requirements

- Strong interpersonal and presentation skills, able to read / write Chinese
- Bachelor's degree in Business (banking & finance, marketing) or equivalent experience
- Strong sales orientation and networking skills
- Sound knowledge of financial services products and services and an understanding of how to manage relationships with clients
- Understanding of business banking client segment and products and services
- Passionate, hungry and driven

Raffles Family Office is committed to building a culture where all employees are valued, respected and opinions count. We take pride in providing a workplace that fosters continuous professional development, flexible working and opportunities to grow within an inclusive and diverse environment. Personal data held by the Raffles Family Office relating to employment applications will be used in accordance with our Privacy Statement, which is available on our website.