



**提升資產財富管理業人才培訓先導計劃**  
Pilot Programme to Enhance Talent Training for  
the Asset and Wealth Management Sector

主辦單位: 香港特別行政區政府財經事務及庫務局  
Organiser: Financial Services and the Treasury Bureau of the HKSAR Government  
執行伙伴: 香港證券及投資學會  
Implementation agent: Hong Kong Securities and Investment Institute

## Summer Internship Programme 2018 – Asset and Wealth Management Sector

Internship Position number : **1819AM01**

Company Name :	Legg Mason Asset Management Hong Kong Limited					
Website Address :	www.leggmason .com.hk					
Position Title :	Marketing Associate				Job Cat	AM
Number of Positions :	1		Internship Duration:	8		Weeks
<p><b>Main Duties :</b></p> <ol style="list-style-type: none"> <li>1. Creation of marketing literatures (include but not limited to fact sheets, presentations, fund highlights, etc.) for existing and / or new products</li> <li>2. Updating regular marketing collateral and proof reading in preparation for publication of marketing content</li> <li>3. Liaise with vender on collaterals translation, and responsible for in-house translation when needed</li> <li>4. Conducting market intelligence and / or competitive analysis</li> <li>5. Partnering with compliance to ensure that all marketing communications meet local regulatory requirements</li> <li>6. Providing marketing support to the Hong Kong and China Marketing Team</li> <li>7. Working closely with other members of the marketing team in Asia (based in Hong Kong, Taiwan and Singapore)</li> </ol>						
<p><b>Requirements:</b> <i>(Academic qualifications and/or other skills set)</i> <i>(If there are specific academic attainment requirements such as GPA, please specify.)</i></p> <ol style="list-style-type: none"> <li>1. Undergraduate in Marketing, Finance, or Business Administration</li> <li>2. Basic knowledge of the Hong Kong financial market</li> <li>3. Strong business acumen and be able to handle end-to-end tasks</li> <li>4. Strong communication, analytical and written skills</li> <li>5. Fluent in English, Mandarin and Cantonese</li> <li>6. Ability to read and write in excellent English, Traditional Chinese and Simplified Chinese</li> <li>7. Computer Skills such as Microsoft Powerpoint, Word, Excel and Chinese word processing is a must</li> <li>8. Ability to work independently and a good team player</li> <li>9. Self motivated to work in multi-cultural environment</li> </ol>						
Working Location :	12-02/03, 12 <sup>th</sup> Floor, York House, The landmark, 15 Queen's Road, Central, Hong Kong.					
Working Hours :	Mon to Fri	9 am	to	6 pm	Meal Break	1 hour
	Sat		to		Meal Break	



Other Supplementary Information (*eg. Any need for student applicants to directly access the employer's recruitment portal, reporting hierarchy, career prospects etc.*)

Legg Mason is a leading global investment company with a focus on providing long term, actively managed investment strategies.

- Over US\$755 billion in assets invested worldwide in a broad mix of equities, fixed income and alternatives (as of 31 October 2017)
- Legg Mason's investment expertise is provided by specialised investment managers (which are all part of Legg Mason), each with its own independent approach to research and analysis
- Global distribution capabilities with offices in US, Europe, Asia, Japan and Australia
- The distribution business in Asia has a local presence in Hong Kong (which also services clients in China and Korea), Taiwan and Singapore

The role sits in the Hong Kong and China Marketing Team and will be part of Legg Mason Marketing and Communications, partnering the sales in Hong Kong to help drive the business across multiple client channels.