

Job Description

Job Title	Marketing Coordinator, GC	Practice	Marketing
Segment	ORS Marketing Shared Resources	Reporting to	Head of GC Marketing
LOB	Marketing	Level	63
The Company			
<p>At WTW (NASDAQ: WTW), we provide data-driven, insight-led solutions in the areas of people, risk and capital. Leveraging the global view and local expertise of our colleagues serving 140 countries and markets, we help organizations sharpen their strategy, enhance organizational resilience, motivate their workforce and maximize performance.</p> <p>Working shoulder to shoulder with our clients, we uncover opportunities for sustainable success—and provide perspective that moves you.</p> <p>Learn more at wtwco.com.</p>			
Summary of role			
<p>In this position, you will be a member of the Greater China (China, Taiwan, HongKong) geography marketing team and will work closely with the Head of Marketing, GC with responsibilities to project manage and coordinate marketing tactics in support of a variety of marketing-led projects and campaigns. To be effective, you will collaborate closely with marketing and business colleagues in a fast-paced, intellectually challenging, yet supportive environment. You will work with partners to execute marketing projects that 1) support the company's growth and revenue goals and 2) protect and promote a consistent global brand.</p> <p>Successful candidates must demonstrate business acumen, relevant experience with marketing tools and related content, and have excellent project management, operations, communication and team skills.</p>			
The Role			
<p>Responsibilities include but are not limited to:</p> <p>Clients</p> <ul style="list-style-type: none"> • Project manage a variety of marketing-led projects and campaigns that create business impact • Support regional enterprise marketing-led initiatives by coordinating resources and project managing timelines and deliverables. • Provide oversight and advisory of regional marketing data for better targeting and to measure impact of activities • Provide Marketing Operations support to the team by collating data, organising information submission and developing the relevant Marketing metrics and analytics reports on a timely basis • Assist in development of content such as powerpoint slides, infographics, videos, web presence, social media, PR, live events, etc where needed. <p>Excellence and Innovation</p> <ul style="list-style-type: none"> • GC champion for the use of WTW's marketing tools (Marketo, Dynamics 365, Cvent, WeChat CRM) for effective campaign management, lead generation and tracking • Stay abreast of digital marketing trends and innovate in consultation with geo marketers • Be a brand champion • Focus on the lead management processes, update marketing databases and develop analytics dashboards <p>Financial</p> <ul style="list-style-type: none"> • Provide insights to the marketers and business around the effectiveness of marketing activities / campaigns and the ROI 			

- Work across marketing and Sales and Client Management teams to have a standardised approach to qualifying MQLs down the funnel
- Help identify and track Marketing Influenced Revenue (MIR)
- Assist in managing Marketing claims, expenses, invoices and tracking of the budget numbers on a timely basis

People

- Partner with marketing colleagues and internal business clients to define project / campaign objectives including sales opportunities and deliver projects on time and to required specifications.
- Foster collaboration and coordination with marketing and business colleagues and understand different roles and responsibilities within the sales and marketing organisation.
- Build strong relationships across multiple stakeholders to drive full support for the marketing campaigns and projects.
- Help marketing colleagues across Asia to effectively project manage campaigns and projects.

The Requirements

- 4-5 years of B2B marketing or marketing operations experience, ideally gained within a financial service, professional services, human resources consulting or start-up environment.
- Proven marketing experience in developing and executing campaigns, leveraging digital marketing content and channels, demand generation, managing analytics and using marketing tools
- Strong analytic and operations background with ability to analyse, interpret and report on data.
- Digital native to online tools like LinkedIn, Google Advertising, Facebook, etc.
- Systematic, methodological, excellent team player with strong interpersonal skills.
- Exceptional project management skills to effectively manage multiple requests and deadlines in a timely manner.
- Detail-oriented, action-oriented and results-focused.
- Self-motivated and able to work with minimal supervision.
- Outstanding written and verbal presentation skills.
- Proficient and fluent in English, traditional Chinese and simplified Chinese. Cantonese is a plus.
- Working knowledge of marketing technologies (Marketo, MS Dynamics, Cvent, Webex, Sitecore) and reporting tools (Power BI, Access) a big plus.
- Capable of simple design developments and design software skills is a plus.

Undergraduate degree in Marketing, Communications, Business is preferred.

WTW is an equal opportunities employer and does not discriminate on any basis.