

Hong Kong Economic and Trade Office in New York Invest Hong Kong Desk

Head of Business and Talent Attraction / Investment Promotion (New York)

Salary: USD \$176,422 to USD \$205,826 gross per annum, depending on the relevant qualification and experience of the candidate.

Job summary

Head of Business and Talent Attraction / Investment Promotion (New York) reports to the Director of the Hong Kong Economic and Trade Office (HKETO) in New York as well as the Director-General of Investment Promotion in Invest Hong Kong (InvestHK). He/she will manage a small team in New York, and will be responsible for attracting companies to set up or expand in Hong Kong by carrying out marketing activities, conducting regular visits and providing practical assistance to potential investors from USA East (covering Alabama, Arkansas, Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia and Wisconsin).

Responsibilities

- Develop a strategy and execute the annual geographic business plan for promoting inward investment to Hong Kong and take the lead in achieving annual targets
- Devise the list of target companies, in particular in priority sectors as identified by the Invest Hong Kong Head Office and those that can create valued employment in Hong Kong
- Proactively reach out to target companies via conducting marketing activities and promotional campaigns as well as individual company visits and to provide timely advice and practical assistance to potential investors
- Maintain good working relations with trade associations and key stakeholders/multiplier organisations for market development and lead generation, as well as working with HKETO in talent attraction
- Raise the profile of Hong Kong and Invest Hong Kong in the Eastern United States Markets
- Arrange and organize visit programmes for different sector teams as well as the directorate from Invest Hong Kong Head Office
- Oversee the administration of the Dedicated Team for Attracting Businesses and Talents / Investment Promotion Unit in the HKETO and manage the budget and financial resources of the team

- Maintain proper records of the contacts and leads generated as well as the aforementioned activities via various means including CRM, emails and file record
- Regular travel within the US may be required, along with occasional travel to Hong Kong

Entry Requirements

- A Bachelor's degree or equivalent, preferably in international business, international economics, or international marketing. A higher degree would be an advantage
- Minimum of 10 years of international sales and/or business development experience, preferably in foreign direct investment promotion or economic development at a managerial position. Experience of living and/or doing business in Hong Kong would be an asset.
- Excellent presentation and communication skills in English
- Broad knowledge of the business environment of the eastern US and relevant working experience is important.
- Willing to travel within the area under the New York HKETO's purview
- Candidate must be eligible to take up employment in the US

Terms of Appointment

Two-year contract on non-civil service contract term with the possibility of extension

Benefits

10% end of contract gratuity to be paid upon satisfactory completion of the employment contract.

Other benefits include medical coverage and annual leave

Application Method

Interested applicants are invited to send a covering letter with full curriculum vitae, and copies of academic qualification certificates/transcripts, record of employment and available references from previous employment to:

By post : Hong Kong Economic and Trade Office,
115 East 54th Street, New York, NY 10022, USA
Attn: Executive Office Manager

By email : jobs@hketony.gov.hk

Application closing date: 1 December 2023, 5:00 PM New York Standard Time

Late applications will not be accepted and only shortlisted candidates will be notified. Any enquiries concerning the above position should be sent to the HKETO, New York by e-mail, fax or post.

General Notes

- This is not a post on the civil service establishment. The candidate will not be appointed on Hong Kong Special Administrative Region Government (HKSARG) civil service terms of appointment and conditions of service. He/she will not be eligible for posting, promotion or transfer to any posts in the civil service of the HKSARG
- The terms of appointment and conditions of service to be offered are subject to the provisions prevailing at the time the offer of appointment is made
- Please visit <https://www.hketony.gov.hk/> for more information. For enquiries, please contact jobs@hketony.gov.hk
- Personal data provided by job applicants will be used strictly in accordance with the HKSARG's personal data policies of which are available at https://www.pcpd.org.hk/english/data_privacy_law/ordinance_at_a_Glance/ordinance.html

About InvestHK

InvestHK is the department of the HKSARG tasked to attract and retain foreign direct investments in Hong Kong.

Please visit www.investhk.gov.hk for more information.