



The Society of Publishers in Asia (SOPA)

Online Recruitment Service Form

Date: July 9, 2010

Company Information

Company Name: Dow Jones & Company

Website: <http://www.dowjones.com/>

Profile:

Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com) and a leading provider of global news and business information. Its principal products include The Wall Street Journal, Dow Jones Newswires, Dow Jones Factiva, Barron's and MarketWatch. Through its Local Media Group, Dow Jones operates community-based newspapers and Web sites. Dow Jones also provides news content to television and radio stations.

Contact Details

Contact Person:

Job Title:

Telephone:

Fax:

Email: recruit@dowjones.com

Address: 25/F., Central Plaza, 18 Harbour Road, Wanchai, HONG KONG.

Job Summary

Position: Marketing Manager

Ref no.:

Qualification:

Year(s) of Experience: 5 Years

Salary:

Employment Type:

Location: Hong Kong

Benefits:

Job Responsibilities

- Provide syndicated research data extraction and analysis (both print media and digital – training will be provided on specialized software), to provide advertising sales and marketing departments with ammunition and the best sales stories for Dow Jones products.
- Manage research projects, using different methodologies – from project design, implementation, data analysis, to report preparation.
- Market intelligence – Media industry analysis and tracking, monitor industry trends, competitor activities, competitor marketing and pricing strategies, etc. Update and upload onto shared network drive for access by sales, marketing and senior management.
- Research and update the Competitor Media Guide, an internal reference guide on competitors, including circulation information, audience data, market share, and other pertinent information.
- Manage the creation of advertising sales tools such as presentations, sales sheets, brochures and other collateral.
- Work closely with regional marketing team to satisfy ad hoc requests from advertisers and ad sales representatives.
- Assist the development of regional brand campaign and media selection.
- Develop and execute trade marketing activities such as print and online advertising, event sponsorships and other activities.
- Participate in the process of selecting and designing relevant premiums for trade partners and

clients.

Job Requirements

- Degree holder with minimum 5 years' experience in marketing and/or market research. Publishing industry experience a plus.
- Hands-on quantitative research experience a plus.
- Good reporting writing skills. Proficiency with PowerPoint and Excel.
- Good communication and analytical skills. Meticulous, good attention to detail.
- Strong written and spoken English. Cantonese a plus.

Dow Jones offers a competitive remuneration and benefits package and an opportunity to work for one of the world's leading financial and business news companies. We invite interested candidates to submit in confidence a cover letter and detailed resume stating your qualifications, contact details and current and expected salary to email: recruitment@dowjones.com