Career Talk / Seminar  
(by Freshlinker Limited and Alaya Consulting)  

Prepare for the next future star jobs!  
Green Finance, Environmental, Social and Governance  
Careers in Hong Kong and the Greater Bay Area

FreshLinker, a technology training & recruitment startup in the Hong Kong Science & Technology Park, working with 800+ companies (from MNCs to promising startups) and Asia’s top universities and colleges. The company has trained over 2000 students & corporates and it is our mission to bridge the technology skills gap by training and placing great tech talent into awesome technology companies.

Job Position

Associates/ Senior Associates (ESG)

Responsibilities:
- Preparing professional valuation reports on different types of assets and liabilities for purposes such as financial reporting, transaction, litigation, financing, etc.
- Providing second opinions on valuation reports prepared by third-party professionals
- Providing support to other services line, including audit, corporate finance, financial and operational due diligence, litigation support, corporate governance and GRI/ESG reporting, etc.

Requirements:
- University graduates
- 1-2 years hands-on experience in financial modeling and valuations on businesses, intangible assets and financial instruments
- Excellent command of both written and spoken English and Chinese, including Mandarin
- GRI and ESG certification holders are preferred
- Excellent communication, interpersonal and organizational skills
- Self-motivated and willingness to travel
- Knowledge in data analysis and programming languages such as VBA, Python, R is a plus
- Ambition to grow fast personally and with the firm
- Candidates with less experience will be considered for the position of Associate

Job openings: 5 from various list companies and consultant firms.
Digital Marketing Specialist

Main Duties & Responsibilities:
● Develop and execute marketing campaigns including Yahoo and Google search engine marketing, search engine optimization display ad, conversion tracking and web analysis
● Manage and optimize all SEM, re-marketing, programmatic buy, keywords search and performance display
● Strategize SEM campaigns for market expansion and localization
● Implement SEO to improve organic search ranking and traffic
● Conduct research on competitors, new social media platforms, advertising avenues and digital marketing tactics
● Evaluate the performance of initiatives and provide reviews of campaigns and trends using Google Analytics
● Handle ad hoc projects and assignments as assigned by the Manager

Requirements:
● Degree or above, preferably in Marketing, Digital Communications or related discipline
● At least 1 years digital marketing experience
● Good knowledge in SEM, SEO, website management, digital campaign and web analytics
● Attentive to details, able to work independently with strong sense of responsibility
● Excellent communication and interpersonal skills
● Good command of spoken and written Chinese and English

Job opening: 1
Data Analyst

Responsibilities:
- Interpret data, analyze results using techniques and provide reports
- Develop and implement databases, data collection systems, data analytics and other strategies that optimize efficiency and quality
- Acquire data from various data sources and maintain databases/data systems
- Reviewing data and program codes to locate and correct data issues
- Work with management to prioritize business and information needs
- Locate and define new process improvement opportunities

Requirements:
- Fresh Graduate also will be consider
- Technical knowledge regarding data models, database design development, data mining and segmentation techniques
- Strong knowledge of and experience with databases SQL
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate information with attention to detail and accuracy
- Adept at queries, report writing and presenting findings

Job opening: 1
Part-time Operations Assistant (Classroom Support)

Responsibilities:
- Maintain teaching facilities and equipment in good condition
- Arrange classroom set up in our learning center
- Assist in course material preparation
- Assist in general administrative and other supporting duties
- Coordinate with contractors for the repair and maintenance work and follow-up on progress
- Assist the supervisor to handle ad hoc project and operations related matters
- Able to work flexible hours including evening; weekend and public holidays
- Work from Mon - Sat on roster arrangement

Requirement:
- A good team player with can-do attitude
- Stable, detail-minded with good sense of responsibility and be able to work independently
- Fair command of English and Cantonese
- Knowledge in MS Office
- Experience in learning center support or knowledge in AV equipment is an advantage

Job opening: 1

Interested candidates, please email / send to hello@freshlinker.com
Alaya Consulting is one of the leading consultancy firms on ESG disclosure and the only one in Hong Kong that is both a GRI certified training partner and an AA1000 licensed assurance provider. We work with companies that have global operations spread over several continents as well as smaller companies with operations at a single facility. Our clients represent a variety of sectors including property development, environmental services, renewable energy, petrochemicals, pharmaceuticals, medical devices, financial service, consumer products, etc.

Associate Consultant

Responsibilities:

- Assist on projects in the areas of ESG Reporting
- Assist on ESG related projects including software development, news portal, assurance, stakeholder communications, etc
- Other duties as requested

Requirements:

- Excellent English and Chinese writing skills
- Must have passion in ESG
- Able to begin and complete a project independently, knowing when to ask for guidance
- Analytical thinking
- Attention to detail
- Works and plays well with others

Job opening: 1

Interested candidates, please email / send hr@alayaconsulting.com.hk.