

POSITION DESCRIPTION

PNGX Market Limited

AM25000140 - Marketing & Investor Relations Officer

The PNGX Market is Papua New Guinea's National Stock Exchange responsible for overseeing and maintaining the independent operations of the stock market in the country. It is the premier securities exchange in Papua New Guinea, dedicated to providing a secure and transparent platform for trading a wide range of financial instruments.

Join the team, in this exciting role based in Port Moresby.

MARKETING & INVESTOR RELATIONS OFFICER

Key Responsibilities:

The Marketing and Investor Relations Officer is responsible for developing and implementing marketing strategies that effectively promote PNGX Group's services to a diverse range of stakeholders, including retail and institutional investors, stockbrokers, companies, government and the general public. This involves crafting targeted messaging and campaigns that enhance brand visibility, support market participation, and align with PNGX's broader objectives.

The role also includes producing high-quality content across digital platforms such as websites, social media, and email campaigns, as well as print materials including newspaper columns, brochures, newsletters, and flyers, with a focus on promoting PNGX and its financial services. It involves overseeing and managing PNGX's social media channels like LinkedIn, Facebook and YouTube while collaborating with internal teams to incorporate relevant financial market data into communications.

A key priority is coordinating events, conferences, and workshops facilitated by PNGX, and developing educational content designed to simplify complex financial concepts and improve financial literacy among investors and the general public. The officer is also responsible for attending to walk-in, online, and other investor enquiries in a professional and timely manner.

The role involves creating articles, infographics, and other materials explaining investment strategies and financial concepts, designing graphics to maintain brand consistency, and enhancing multimedia elements such as images and videos. Responsibilities also include preparing visual presentations, optimizing content for search engines, monitoring performance through analytics tools, ensuring compliance with regulatory guidelines, staying updated on industry trends and competitor strategies, conducting market research for content improvement, and recording and reporting required information.

Expected Competencies:

- Do you have a Bachelor's degree in Journalism, Marketing, or a related field? If yes, provide details
- Do you have experience as a content creator, copywriter, or in a similar role, preferably with a focus on financial services content? Please provide details
- Strong writing, editing, and communication skills, with a keen eye for detail
- Do you have experience in using content management systems (CMS)? Please provide details
- Are you familiar with the basic search engine optimization (SEO) principle? Please provide details
- How familiar are you with the financial services, investment products, and the Papua New Guinea (PNG) financial market? Please provide details
- Share your experience in using graphic design software and tools such as Adobe Creative Suite?

HOW TO APPLY

Please visit the Vanguard International website: <https://vanguard.com.pg/vacancies/> , download and complete the online application form then submit by email to jobs@vanguard.com.pg with the following documents: updated CV, with details of current referees, police clearance and a portfolio of your previous work showcasing your experience in financial content creation and design skills.

For more information, call (+675) 7500 7500.

Applications close at 5pm on Friday, 16 May 2025

Only shortlisted applicants will be contacted

To apply for this position:

- Download and complete the Application Form from <https://vanguard.com.pg>.
- Email the application to jobs@vanguard.com.pg together with a copy of your CV in MS Word format.