



JOB ADVERTISEMENT

Position: Manager Marketing, Citizenship and Communication
Department: Marketing
Position Location: Head Office
Reports to: Managing Director
No. of Vacancies: One (1)
Closing Date: 9th Nov 2018.

Purpose of the Position:

Responsible for developing and implementing the marketing strategy and initiatives for Business units across the Bank within an agreed time frame and budget ,supporting agreed priority areas in alignment with line managers to achieve the strategic objectives of the business.

Key Responsibilities.

- Develop and oversee the implementation of the Marketing and Citizenship strategy by providing creative thinking to brand initiatives with clear planning and execution details.
- Developing an integrated communications strategy for the company incorporating PR, Marketing and Online.
- Working with cross-functional teams to ensure full scope of brand integration is considered and included in all marketing initiatives.
- Build a strong collaborative partnership with cross-functional team members, vendors and partners.
- Participate in the organization and execution of customer retention or acquisition strategies.
- Ensure a fully integrated approach to execution of Events; Social Media, Communication & PR support initiatives.
- Implementation of Brand standards and management, communicate across the business as a champion of the company's brand guidelines, solidifying partnerships with business unit heads to secure brand identity and maintain brand integrity.
- Responsible for driving the Citizenship strategy development and execution through a well thought out approach to provide oversight of the flagship citizenship programs for each of the thematic areas of: education, innovation, health, humanitarian assistance and environment.
- Identify key consumer insights to strengthen the development and execution of campaigns in conjunction with the overall marketing campaign.
- Continuously review market trends to ensure the bank is always at the cutting edge of its product and service offerings through suitable product offering, effective advertising and communication campaigns.
- Continuous monitoring and evaluation of all marketing activities (including activation analysis, advertising campaigns, return on investment etc.) document learning's and ensure they are factored in subsequent initiatives.

Academic Qualifications & Work Experience:

- Professional Qualification in Marketing (CIM)
- Bachelor's degree in Marketing and 3 years of marketing experience.
- Creative Agency experience is an added advantage
- A marketing and branding background with intimate knowledge of consumer/client insights,
- Experience in dealing with 3rd party agencies – agency management.

Technical Skills:

- Ability to develop Brand Plans and initiatives for the business in order to drive tangible business objectives – retention, acquisition, deposit mobilization etc.
- Ability to implement initiatives and project manage the implementation from start to end.
- Strong research and analytical skills – able to address the needs of customers and develop meaningful programs and initiatives to leverage those needs
- Budgeting management skills and proficiency
- Demonstrated ability to elevate existing business to higher levels of performance (a track record of success)

Administrative Skills:

- Experience and success in leading collaborative, cross-functional teams and presenting campaigns and initiatives to a broad range of internal and external partners
- Excellent verbal and written communication skills

Applications should be emailed to HR@nicgroup.com not later than **Nov 9, 2018**.