

Head Brand & Marketing

General Job Information	
Job Title	Head, Brand & Marketing
Reports to	Managing Director
Key Responsibilities	
<ul style="list-style-type: none"> • To build and manage a strong dynamic corporate image. • To advise and assist on marketing strategies of products, especially on those which have been newly launched. • To respond to public concerns, attitudes, and complaints in a competent and professional manner. • To deal pro-actively with all the identified publics. <p>Advertising</p> <ul style="list-style-type: none"> • Design and placement of all corporate and other advertisements pertaining to the bank, in all forms of media (social media, print, radio, outdoor and visual) <p>Business Promotion</p> <ul style="list-style-type: none"> • Design and execute promotions which will add significantly to the bank’s profitability. • Organize and stage promotional events which will enhance the bank’s image and business. <p>Donations/Sponsorships</p> <ul style="list-style-type: none"> • Select and support events and causes that will reflect the bank’s corporate social responsibility and create goodwill towards the bank. • Design and create social responsibility and policies which will achieve a positive effect on society and generate goodwill towards the bank. <p>Public & Media Relations</p> <ul style="list-style-type: none"> • To ensure that the bank is strongly portrayed in the Media as a good corporate citizen, a highly dependable company, and responsive to public opinion. • Host radio / television shows to showcase the bank’s products and services. 	
Job profile & Person Specification	
<p>Experience & Qualifications</p> <ul style="list-style-type: none"> • Minimum of 5 years working experience • Bachelor’s degree in any related field <p>Skills, Capabilities & attributes</p> <ul style="list-style-type: none"> • Strong leadership skills and persona • Highly objective and Independent • Achievement oriented, Innovative and creative • Strong oral and written communication and presentation skills • Good product intuition and strong analytical skills • Proficient in Microsoft Office and advanced excel 	