

THE JOB:

- Assist the team head in developing the marketing strategy and plans for assets, liabilities, and fee-based products and services in order to achieve business goals.
- Develop integrated communication plans for products and services under purview, which include content, creativity, channel mix, digital marketing and below-the-line activities that would help in brand building and achieving the set awareness and retention KPI's for said products and services.
- Understand market research and implement insight mining in the development of communication campaigns for the products and services under purview.
- Responsible for the effective execution and measurement of communication plans and the timely delivery of marketing campaigns and relevant materials for campaigns.
- Identify and implement cost optimization initiatives within your own scope, ensuring better utilisation of marketing resources.
- Ensure effective management of the payment process for creative agencies, media agencies, and other related parties for relevant campaigns.
- Responsible for managing advertising, media, creative, and digital agencies in developing suitable product-related campaigns and outstanding events for the products under purview.
- Utilise AI tools strategically to gain insights, optimise campaigns, and enhance brand development.
- Expertise in integrating digital marketing thinking into brand strategy development and initiatives.
- Proficiency in data analytics and dashboard management to monitor performance, inform strategic decisions, and continuously optimise marketing efforts.

THE PERSON:

- A Bachelor's /Master's degree in Marketing, Business Management, or an equivalent related professional qualification.
- Possess a minimum 8 years' experience in marketing, out of which 5 years in brand management.
- Exposure to financial services would be an added advantage.
- Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management.
- Excellent understanding of the full marketing mix.
- Strong communication and interpersonal skills, with the ability to collaborate effectively with internal teams.

Please login to <https://www.ndbbank.com/careers> to apply on or before 23rd July 2024. We will correspond only with the shortlisted applicants.