

# Creative Specialist

## Marketing

The job holder will be responsible to initiate and provide creative content to support the Banks marketing communications objectives.

### The Job

- Develop creative content for the bank's Brands, BTL and Corporate Communications activities that would help in brand building and achieve the bank's goals for products and services of the bank.
- Be a team player in the internal creative unit in order to create value in terms of creative output, turnaround times and cost savings for the bank.
- Develop creative video content, conduct creative photo shoots, and other related audio and video developments by using the resources available.
- Arrange for obtaining and renewal of relevant license and to create a policy and a process for purchasing intellectual property.
- Adhere to brand guidelines and to all compliance policies stipulated by the bank and CBSL when producing creative content.
- Comply with the regulatory requirements and policies when developing internal creative content for customer awareness.

### The Person

- Possess part qualification in visual communication/Multimedia or any other art/graphic design related field.
- Possess a minimum of 4 years experience in a corporate environment or a creative work space.
- Possess excellent computer skills/ software knowledge (Adobe Package).
- Possess communication & Presentation skills.
- Possess time & team management skills.

Please login to <https://www.ndbbank.com/careers> to **apply on or before 20<sup>th</sup> January 2025**

We will correspond only with the shortlisted applicants

\*We are an equal opportunity Employer\*

