



MARKETING MANAGER

SUMMARY: Supports and assists in the development and implementation of the Bank's marketing plan, marketing budget, and products and services. Evaluates the results of various marketing campaigns, spearheads market research efforts, and coordinates initiatives across a variety of channels. Manages website and social media posts. Partners with the business line to support promotion of new and existing products, marketing campaigns and events. Collaborates with different vendors as required to achieve desired business results. Responsibilities include:

- Supports the organization's strategic plan by achieving short and long-term marketing goals. Develops business cases for marketing programs at the proposal state and makes recommendations on marketing tactics. Maintains the Bank's website and manages Social Media outreach.
- Gathers, creates and standardizes marketing promotions, materials and activities based on geographical locations of the branches, including promotional items for the Branches/ Customers. Uses Adobe Creative Suite to develop creative ads and delivers content via published material, online, and social media.
- Leads the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes; attends sponsorship events and trade shows as and when required. Supports the branches through centralization and coordination of bank's marketing efforts.
- Develops tools and analyzes data to periodically evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow and retention. Reviews bank's competition and target customers in various markets and makes appropriate recommendations.
- Identifies potential marketing opportunities through various channels including possible sponsorships and events and third-party vendors. Coordinates between different vendors to achieve various marketing goals of the organization.

QUALIFICATIONS:

Bachelor's Degree in marketing, Business, Communications, related field or equivalent; 5 plus years related experience and/or training in Marketing or equivalent combination of education and experience. Banking experience preferred. Demonstrated ability to learn quickly and willingness to obtain functional knowledge and understanding of Bank products and services. Organization skills and time management skills. Excellent communication and decision-making skills. Familiarity with online content marketing and social media development strategies. Effective interpersonal skills with demonstrated ability to work in a team environment to improve the delivery of service to internal and external customers.

TO APPLY:

If you would like to apply, please submit your resume via email at careers@sbical.com or Fax: 213.489.4560.