



State Bank of India
(California)

MARKETING DIRECTOR

Starting range: \$120,000 - \$135,000

Exempt

SUMMARY: Responsible for the development, implementation and maintenance of the Bank's strategic annual marketing and public relations plans. Oversees the Bank's promotion and advertising efforts to drive sales and build brand awareness. Collaborates with various business lines to uncover insights for developing marketing and branding strategies for existing and new products. Oversees and grows the marketing department by identifying revenue opportunities among established clients and by securing new accounts. Identifies short and long-term scheduling and resource needs, including development and management of annual marketing budget, profit and loss projections and expenditures. Creates a tactical plan, approves campaigns, and measures the return on investment of various advertising methods. Strong knowledge and experience in digital and social media marketing. Makes high level decisions regarding advertising campaigns. Plans, coordinates, and directs marketing efforts. Responsibilities include:

- Leads the development of the Bank's marketing strategy.
- Identifies and plans differentiated and impactful marketing strategies/materials.
- Envisions creative marketing and public relations concepts. Designs, develops, and implements marketing and public relations programs for the Bank. Tracks and evaluates results of programs. Updates and changes as appropriate to ensure effectiveness.
- Spearheads the execution of marketing campaigns, including test and control group segmentation, testing tracking, results reporting, analyses, and recommendations.
- Manages conception, development, and implementation of marketing plans and strategy, product concepts, and promotional programs to drive customer interest and sales.
- Guides the day-to-day activities of the marketing department.

QUALIFICATIONS:

Bachelor's Degree in marketing, advertising, or communications or related field or equivalent; 10 plus years related experience and/or training in Marketing or equivalent combination of education and experience. Thorough understanding of principles and methods used to promote, display and sell products and services. Banking experience preferred. Successful track record in a senior marketing role and campaign creation. Excellent leadership, communication, and decision-making skills; Experience in digital and print marketing, content marketing, social media marketing, and event & program coordination. Proven ability to plan and manage budgets. Proficiency in HTML, content management systems, and design software. Established roster of media and PR contacts.

TO APPLY:

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