

Job Title : Head, Marketing and Public Affairs

OVERALL PURPOSE:

- ◆ Responsible for planning, leading, managing and overseeing effective marketing strategies and initiatives for the bank to drive brand awareness, customer acquisition, product and service education, lead generation and adoption of mobile banking. Engage target audiences through various marketing channels, including digital, social, on-ground and partnerships.

RESPONSIBILITIES:

I. Strategic Planning and Ideation

- ◆ Develop, lead and execute marketing strategies that align with the bank's business objectives and customer value proposition
- ◆ Create and manage marketing budget, ensuring efficient and effective utilization of resources and alignment with top management and Board of Directors
- ◆ Identify key market trends and insights to continually improve the bank's brand positioning and reputation through product, customer experience, and communications strategies
- ◆ Build strong long-term relationships with key partners and institutions to drive brand visibility and reach new customers and businesses

II. Team Management and Collaboration

- ◆ Lead, develop and manage a high-performing marketing team, providing guidance, coaching and inspiration to ensure successful execution of marketing projects
- ◆ Collaborate with cross-functional teams, including business development, data analytics, digital, customer experience, and sales to build comprehensive, integrated marketing plans that address all customer touchpoints
- ◆ Build and maintain good team culture, dynamics and relationship to drive a positive atmosphere and environment that is suitable for everyone to generate and openly share their ideas
- ◆ Support internal teams with advice and design execution to ensure smooth operational flow and successful project launches

III. Creative Execution and Quality Control

- ◆ Stay up-to-date with news, trends, technologies, techniques and AI tools to guide the team to explore design innovation and creative ideas that stand out
- ◆ Develop creative and effective design and content that can effectively reach and engage target audiences through multiple channels
- ◆ Review and check all printed and digital artworks and designs to be align with the bank's image before publishing or printing the materials out



QUALIFICATIONS REQUIREMENTS:

I. Experience

- ◆ Bachelor's degree in Marketing, Communications, or related field a plus
- ◆ 10+ years of experience in marketing, with at least 5 years in a leadership role, preferably in a marketing agency, communications company or a financial institution
- ◆ Demonstrated success developing and executing innovative, data-driven and effective marketing strategies that drive customer acquisition, retention, and engagement
- ◆ Demonstrated track record of building and executing comprehensive, end-to-end marketing strategies and campaigns that deliver results

II. Skill

- ◆ Exceptional strategic thinking, communication, and analytical skills, with the ability to translate data into insights and actionable marketing strategies
- ◆ Strong people management skills and experience leading and developing high-performing teams for digital marketing, brand building, events and activation, and public relations
- ◆ Strategic and creative mind to explore and guide team members in tapping into new ideas for branding, design and content

III. Aptitude

- ◆ Able to understand the bank's overall branding, image and business while being able to jump into the details of how the projects fit into driving the key objectives
- ◆ Proven leadership and collaboration skills in dealing with internal and external stakeholders, collaborating and negotiating the outcome for the bank
- ◆ Attention to detail to ensure design quality and project timelines are up to standards
- ◆ *Ability to thrive in a fast-paced, high-energy, and constantly changing environment*

Contact Info:

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