

## Executive – Marketing (Brands)

### The Job

- Assist the team head to develop marketing strategy and plan for assets, liability and fee base products and services based on goals set by the business lines, competitive intensity and such other factors, that ensures sustainable achievement of business goals
- Develop communication plans for products and services under purview which includes content, creative, communication channel mix, frequency, value additions and above the line, below the line and digital medium activities that would help in brand building and achieving the sales goals for products and services of the bank
- Track and ensure execution of communication plan for products under purview and timely delivery of marketing campaigns and relevant materials for campaign.
- Responsible in continuous monitoring of performance of campaign conducted for products and services
- Assist in preparing competitor analysis, market reports on competitor moves and campaign and give up to date reports and feedback to the management
- Assist to identify and implement cost optimization initiatives

### The Person

- A Bachelor's/ Master's degree in Marketing, Business Management or an equivalent related qualification
- Possess 5 years' experience in Marketing
- Exposure in Brand Management would be advantageous
- Excellent communication and negotiation skills

Please login to <https://www.ndbbank.com/careers> to apply on or before 23<sup>rd</sup> June 2021

We will correspond only with the shortlisted applicants

"We are an equal opportunity employer"

