



## Senior Brand Assistant (Premium Customer Segments - Marketing)

### Senior Brand Assistant - Premium Customer Segments (Marketing)

#### Job Profile

- Assist the Brand Manager in conducting and preparing market researches and competitor mapping and day to day execution of brand marketing, content plan.
- Drafting and preparation of internal stakeholder briefs, agency briefs & MPP's /MPE's under Brand manager's guidance.
- Responsible for all brand/promotional related digital/traditional campaigns , communications and all brand assets and elements within the scope.
- Follow up and monitor progress of all digital and traditional campaigns & projects.
- Support efficient & results based management of the Customer Segment marketing budget by measuring/reporting performance of all marketing campaigns and assess ROI and KPIs.
- Responsible for maintenance of the Marketing stocks, supplier payments, customer complaints and coordinate the CRM programme for premium customer segments.
- Coordinate with the Branch Banking team to manage the CRM programme and continuous improvements to the prevailing processes to overcome delays and waste.
- Comply with Bank policies, processes and procedures to lead a high performance culture.

#### Special Skills

- Project Management.
- Analytical.
- Written & verbal communication skills.
- Highly creative with ability to think out of box.
- Stake holder management.
- Resilient.

#### Experience & Qualifications

- Minimum of 4 years' experience in Banking/Marketing / Branding.
- Previous experience in Product Market research would be advantageous.

#### OR

- Minimum of 3 years' experience in Banking/Marketing / Branding / Product Market research.
- A minimum part qualification in Banking/Finance/Marketing.
- Previous experience in Product Market research would be advantageous.

Please forward your updated CV to [careers@nationstrust.com](mailto:careers@nationstrust.com) specifying the vacancy which you are applying for on the subject line. Kindly note that only shortlisted candidates will be called for the interview

