

# VACANCY



**Job Title: HEAD, MARKETING AND CORPORATE COMMUNICATIONS**

Reporting to: MANAGING DIRECTOR/CEO

## Job Summary

To drive a focused marketing and corporate communications strategy that positions Orient Bank as the pace setter and preferred financial partner for all our stakeholders. The role holder shall be in charge of corporate brand management, advertising & promotions, corporate communications, event management, media & public relations and corporate social responsibilities for the Bank.

<b>Major Duties and Responsibilities</b>	<b>Minimum Education Qualification</b>
<ul style="list-style-type: none"><li>• As a member of the Bank's leadership team, contribute to the development of the Bank's overall strategy, and subsequently formulate and execute an appropriate supportive strategy for the Marketing &amp; Corporate Communications department.</li><li>• Manage all internal and external reputation and brand positioning of the Bank, ensuring a consistent communication and maintenance of the desired brand image and position.</li><li>• Provide editorial direction for all Bank related publications, including content, design and distribution.</li><li>• Act as the Bank's media liaison.</li><li>• Maintain a framework for stakeholder management and develop appropriate strategies to ensure alignment of actual stakeholder perception.</li><li>• Work with business functions to develop appropriate product and service marketing strategies to ensure effective reach to the target customers.</li><li>• Regularly monitor public opinion and conduct relevant market research on the bank products, services &amp; image, and make strategic recommendations as appropriate.</li><li>• Develop and deliver a robust CSR strategy that is consistent with the Bank's market positioning and stakeholder expectations.</li><li>• Provide guidance and leadership to subordinate teams to ensure effective execution of the department's activities.</li><li>• Effectively manage the department's budget allocation for maximum return on investment.</li></ul>	<ul style="list-style-type: none"><li>• A Bachelor's degree in Marketing Communication, Commerce, Business Administration, Economics, management or any relevant field.</li><li>• Professional Marketing qualification in CIM is essential</li><li>• Relevant Practical training in Brand enhancement, Corporate Communications, PR &amp; Sustainability in the financial services sector is essential.</li><li>• Possession of a Certified banking qualification or master's degree in a relevant field would be an added advantage.</li></ul>
	<b>Work Experience</b>
	<ul style="list-style-type: none"><li>• A minimum of seven years' experience, four of which must have been in Marketing and Corporate Communications, in a senior management role.</li></ul>
	<b>Key Required Skills</b>
	<ul style="list-style-type: none"><li>• Good knowledge of best practices in Marketing in the banking industry</li><li>• Strong stakeholder management skills</li><li>• Knowledge of the media industry</li><li>• Must be an effective change agent</li><li>• Strong communications skills – Written &amp; Oral</li><li>• Product Development knowledge</li><li>• Knowledge and understanding of Branding</li><li>• Project Management Knowledge</li><li>• Leadership skills</li></ul>

All interested candidates who meet the criteria indicated above are requested to send their applications, and updated Curriculum Vitae to the following email: [recruit@orient-bank.com](mailto:recruit@orient-bank.com)

**Deadline is 2<sup>nd</sup> April, 2021 at 5:00pm**

**Note:** Only shortlisted candidates will be contacted