

VACANCY



Job Title: BRAND & DESIGN COORDINATOR

Reporting to: HEAD OF MARKETING & CORPORATE COMMUNICATION

Job Summary

To develop graphics and promotional material to ensure timely availability of quality marketing content for the successful implementation of the bank's vision, values and marketing strategy.

Major Duties and Responsibilities	Minimum Education Qualification
<ul style="list-style-type: none">• Develop marketing content for the Bank's website to ensure the data is updated and accurate.• Execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.• Execute the digital brand strategy through social media, web, and email, lead the brand's presence and evolution in digital, implementing best practices and utilizing data and insights for continued evolution.• Develop and manage the publication of the Bank's product profile.• Develop and implement strategic communications plans that advance the business's brand identity in the market.• Design and produce internal and external publications for timely execution of marketing activities.• Create marketing support materials & templates which are based on an approved thematic style for timely implementation of marketing activities.	Work Experience
	<ul style="list-style-type: none">• A minimum of 2 years' experience in relevant field
	Key Required Skills
	<ul style="list-style-type: none">• Graphic design experience• Brand management• Supplier management• Communication skills• Interpersonal skills• Customer Service Skills

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

Deadline is Friday, 27th August, 2021 at 5:00pm

Note: Only shortlisted candidates will be contacted