

Junior Executive (Public Relations) – Marketing

The Job:

- Develop and manage positive media relations with all electronic, print and digital media channels/platforms.
- Develop PR content for all media platforms including newspapers, magazines, television, radio and digital in order to build the brand image of the Bank and ensure maximum exposure and value in all PR related activities
- Support the implementation of both the internal and external communication strategy to provide effective corporate information to customers, staff and other stakeholders
- Develop and carry out communication plans -focusing on content- to further the Bank's brand positioning
- Responsible in designing , drafting, preparing and finalizing communication contents and material for internal and external stakeholders
- Adhere and comply to bank's policies and procedures in sourcing vendors for the Bank
- Support the designing, drafting, preparing and finalizing communication contents and material for internal and external stakeholders
- Prepare/ collate competitor analysis, market reports on competitor moves and campaigns and give up to date reports and feedback to the management
- Manage the payment process on a day today basis for magazine publications, media agencies and other related parties for the relevant PR campaigns and contracted media space
- Support the planning and execution of all Bank events, press conference, AGMs, investor forums etc.

The Person:

- Possess around 2-3 years of experience in public relations or media organization (electronic/print)
- Full or part academic(Diploma/Degree) qualification in Communications/Media/Marketing/Journalism or an equivalent professional qualification
- Possess good communication and presentation skills in at least two languages
- Possess interpersonal sensitivity and empathetic thinking
- Possess creative thinking ability and be able to develop innovative solutions
- Be excellent at internal/ external stakeholder management
- Be a good team player and possess the ability to work under pressure

Please login to <https://www.ndbbank.com/careers> to apply on or before 5th October 2022

We will correspond only with the shortlisted applicants

- *"We are an equal opportunity Employer"*



Vice President, Group Human Resources

