



# ASSOCIATE MANAGER BRANDS AND MARKETING COMMUNICATIONS

## The Job

- Assist the team head to develop the marketing strategy & plans for assets, liability and fee base products and services in order to achieve business goals
- Develop integrated communication plans for products and services under purview which includes content, creative, channel mix and below the line activities that would help in brand building and achieving the set awareness and retention KPI's for said products and services
- Understand market research and implement insight mining in development of communication campaigns for the products and services under purview
- Responsible for effective execution and measurement of communication plans and timely delivery of marketing campaigns and relevant materials for campaigns
- Identify and implement cost optimization initiatives with own scope ensuring better utilization of marketing resources
- Ensure effective management of the payment process for creative agencies, media agencies and other related parties for the relevant campaigns
- Responsible for managing advertising, media, creative and digital agencies in developing suitable product related campaigns and outstanding events for the products under purview

## The Person

- A Bachelor's/ Master's degree in Marketing, Business Management or an equivalent related professional qualification
- Possess minimum 8 years' experience in Marketing out of which 5 years in Brand Management
- Exposure to financial services would be an added advantage
- Excellent communication and negotiation skills
- Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management
- Excellent understanding of the full marketing mix

Please login to <https://www.ndbbank.com/careers> to apply **on or before 07<sup>th</sup> May 2023**

We will correspond only with the shortlisted applicants

*"We are an equal opportunity Employer"*



Vice President, Group Human Resources