

Junior Executive – Marketing

The job holder is responsible to initiate and provide creative content in the form of artwork, videos, posts and ensure full coverage when required in the forms of photography, videography

The Job:

- Developing video content, various artworks, E-flyers, staff mail content, NDB cloud content
- Assisting in the development of the Employer brand for NDB via creative/artwork/photography/videos
- Assisting the communication team in creating value for HR team via creatives and attention grabbing HR ads and creating value for the HR team in planning and events/HR workshops
- Providing creative required for One NDB/Group Communication and posts, videos, artwork in internal activities in relation to CSR
- Shooting, producing and editing videos related to Group CEO's Staff Engagements
- Developing of external communication materials for Above the Line content such as TV, Press, Magazines, and Cinemas
- Creating press ads in-house, designing of leaflets and e-flyers
- Developing of below the line communication materials & POSM such as Hoardings, Posters, Banners for external customers
- 25% of savings of the total creative cost by operating the unit effectively to creating in house creatives
- To comply with the regulators requirements and policies when developing internal creatives for awareness for customers
- To arrange for obtaining and renewal of relevant licenses and to create a policy and a process for purchasing intellectual property
- Adhere to all compliance policies stipulated by Bank and CBSL when producing creative content

The Person:

- Higher diploma in Design and Visual Communication, Multimedia and Computer Applications
- Possess over 6 years experience/exposure to creative designing with around 2 years of experience in marketing with a background to fundamentals of digital marketing
- Possess good Knowledge in Adobe Software package
- Strong communication and presentation skills
- Possess excellent skills in Advanced Microsoft, Excel and other computer skills
- Possess creative thinking ability and be able to develop innovative solutions
- Be excellent at operating on both Windows and Mac OS platforms
- 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 19th April 2023

We will correspond only with the shortlisted applicants

"We are an equal opportunity employer"



**Vice President
Group Human Resources**

