

JOIN THE MOST RESPECTED BANK

ASSISTANT
MANAGER –
BRANDS

Where your career grows, your work creates impact,
and you become your best self.

Job Description :

Develop and execute the overall marketing and brand strategy for assigned banking products and services in line with the bank's corporate objectives, business growth plans, and customer segment priorities.

Drive end-to-end campaign execution across CMS, ATL, BTL, digital, and branch channels targeting the full customer lifecycle (acquisition, cross-sell, upsell, and retention).

Support the financial performance of assigned banking products and services by aligning marketing strategy with revenue targets and acquisition goals in collaboration with product departments and business units.

Enforce strict adherence to internal brand standards, approval processes, and financial consumer protection regulations across all marketing communications.

Who we're looking for :

Bachelor's degree or professional qualification in Brand Management, Strategic Marketing, Digital Marketing and/or a related discipline.

Minimum 2-5 years of proven working experience in Banking and/or a similar role, preferably with exposure to brand and product marketing.

Strong understanding of brand management, product marketing and integrated marketing communications.

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 COMMERCIAL BANK

