

Position Description

Position Title	Manager (Marketing)
Reporting to Position Title	Head (Corporate Strategy & Finance)

1.0 Overall Purpose of the Position

To manage the Marketing Unit. This mainly involves:

- (i) responsibility to develop the marketing strategy of the Bank;
- (ii) introducing, preparing and/or coordinating all promotional and marketing efforts on behalf of the Bank;
- (iii) the development of new products and services;
- (iv) promoting the corporate image and;
- (v) the responsibility for the Quality Unit.

2.0 Main Responsibilities

- Researches, analyses and monitors financial, technological, and demographic factors to capitalise on market opportunities which may affect the present and future needs of the Bank's markets, product mix, and distribution systems;
- Implements marketing surveys on current products and services and uses results to assist management plan new initiatives in product offerings, service policy, and deliver methodology;
- Establishes marketing goals to ensure the improvement of market share and product/service profitability;
- Checks the status of marketing activities periodically, and takes corrective action when required, to meet changing market and competitive conditions;
- Promotes the Bank's corporate image in line with the approved strategy that encompasses the development of the corporate website, stationery and other corporate documentation, advertising and branch image;

- Participates in the development of a pricing strategy for the Bank which is in line with corporate objectives;
- Be *au courant* with the changing competitive environment and recommends any areas for improvement on how the Bank can address customers' needs more effectively and efficiently;
- Develops and executes short and long term marketing plans and programmes, to ensure the profit growth and expansion of Bank's products/services;
- Implements approved promotional campaigns whilst maintaining effective budgetary control of promotional expenses;
- Manages all advertising campaigns;
- Maintains a good ongoing working relationship with all the media;
- Sets appropriate feedback mechanisms to assess effectiveness of promotional and marketing campaigns;
- Manages the quality management function and sets up quality systems with the assistance of managers at divisional, unit and branch level covering all aspects of the operations of the Bank;
- Determines the form, style, visual, graphic, and verbal presentation of information such as manuals, letterheads, and other communication material used by the company, so as to ensure uniformity and consistency;
- Ensures that staff follows the Bank's standards and procedures and resolves complaints lodged by customers;
- Deploys staff effectively defining targets and objectives, and supporting their personal development through "on-the job" and formal training opportunities;
- Coordinates all public relation activities to ensure customer satisfaction;
- Prepares reports to Management and external agencies and sits on committees and working groups as directed by the Head (Corporate Strategy and Finance);

- Attends meetings with regulatory and other bodies as assigned by Head (Finance and Corporate Strategy);

Performs any other projects or activities which may be assigned by Head (Finance and Corporate Strategy) from time to time.

3.0 Knowledge and Skills

- Must be knowledgeable on methods of promoting the Bank's products and services;
- Must possess good management skills;
- Must possess good interpersonal and organizational skills;
- Must have strong leadership skills;
- Must have good written and oral communication skills in both English and Maltese;
- Must be familiar with all the IT based tools such as Word, Excel, PowerPoint, etc;
- Must be a team player and actively promote team spirit.