

Job Description

JOB TITLE	Marketing Manager
LEVEL/BAND	MS32
DEPARTMENT	Strategy
DIRECT REPORT (JOB TITLE)	Chief Strategy Officer

Overall Purpose of the Position

The Marketing Manager is responsible to manage and enhance the Bank's reputation, image and position (Brand positioning) within the market place and general public and increase its market share, through the development of effective marketing, communications and brand management strategies, aligned to the Corporate Strategy's plans.

He / She is responsible for creating, implementing and measuring the success of operational plans that will drive leads/sales (retention and / or acquisition) and create preference for APS Brand in the customers' mind. This is covering, integrated marketing campaigns (360/multichannel), digital and social media, press and PR, events and CSR programmes.

He / She owns the "Voice of the Customer" and ensures that the Bank's Customers are heard and their needs are addressed in line with the Bank's strategy. To this end, he / she has authority to conduct and put in place appropriate tools of measurement and reporting of Customers' needs / satisfaction, including measurement of loyalty and Brand's perception / preference.

Operational Responsibilities

- Define, implement and monitor (ROI) the Marketing Plan within the parameters given by the Corporate Strategy's plans. This includes the definition and ownership of the yearly annual marketing budget, its allocation and monitoring. It covers the Social Media and Digital, media planning, print, retail marketing activities.
- Develop and own the "Marketing Activity Calendar" which captures all integrated campaigns that will support the achievement of sales and growth objectives across the Bank's distribution channels. To this end, he / she is responsible for:
 - engaging vendors (agencies, consultancies, freelancers) in line with the Bank's procedures and policies,
 - aligning and co-ordinating with Banking Division and Corporate Strategy dates/time campaigns will be launched including sales targets setting when applicable
 - developing supporting tools and communications for the sales team to ensure an efficient launch and buy-in

This will take place on an ongoing basis and formally on a quarterly basis.

- Own the end-to-end delivery of the integrated marketing campaigns on time / within budget / at quality, in line with the “GO TO MARKET” process, ensuring the “Voice of the Customers” is taken into account through relevant research / insight gathering and ensuring application of the APS Brand guidelines.
- Deliver all collaterals and tools from a concept and content point of view that will support the delivery of sales targets and contribute to the Brand positioning establishment. This encompasses but not limited to: brochures, flyers, advertising (print, soundtracks, and videos), events, press releases, signage, website and digital channels content, copywriting.
- Contribute to the definition / establishment / ongoing assessment / reinforcement of the APS Brand positioning (what does it stand for? how does it differentiate?) and own its implementation (define the Brand guidelines). The Marketing Manager will be the guardian of the Branding Guidelines, having authority for enforcement and strict application of it across the board.
- Develop an understanding of the “customer journey” across the board and provide recommendations that will translate in an improvement of the overall experience in the various channels in line with the Brand positioning and guidelines.
- Organise and report on the necessary tools and actions (beyond regulatory and compliance demand) that will improve evaluation and monitoring of Customers engagement and satisfaction with the APS Brand, its products and services. This includes but not limited to: Non Conformity / complaints handling, NPS, Mystery Shopper, Brand awareness measure, perception of differentiated positioning.
- Define and establish Quality Management Standards and ensures adherence thereof. Instigate and lobby for new procedures to improve the quality and the effectiveness of the services offered, as well as the quality of the decision making procedures, to reduce the functional costs and increase the output/ throughput of the Bank.

General Responsibilities

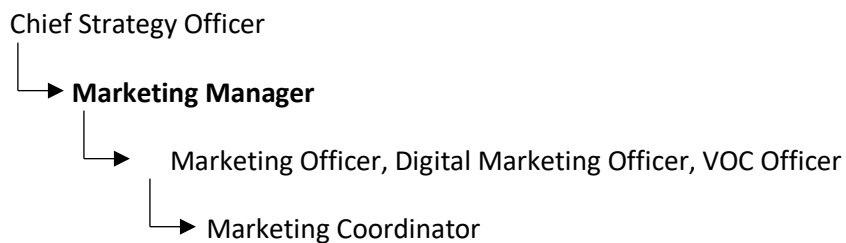
- Allocate and prioritize tasks amongst the team members in order to achieve targets and objectives, as well as supporting and encouraging their personal development through ongoing feedback and coaching.
- Assist in the preparation of the Division’s plan and underlying budgets.
- Maintain a good ongoing working relationship with all the media.
- Appraise the performance of his/her team and ensure that the assessments are carried out on time and according to the Bank’s policy.
- Represent the Bank at events and be the key point of contact for the press.
- Ensure enforcement of the Bank’s procedures and policies at any time.
- Perform any other duties that may be assigned to him/her from time to time.

Qualifications, Skills & Competencies

- **Mandatory**

Skill	<ul style="list-style-type: none"> • Excellent interpersonal skills with the ability to influence and negotiate with internal and external stakeholders and deliver on time / at cost with the right level of quality. • Customer driven with strong focus on quality of service. • Excellent judgement and a demonstration of being decisive and tenacious. • Highly dynamic and organised individual. • Strong presentation skills. • Able to challenge the status quo and inspire others to look for improvement opportunities.
Experience	<ul style="list-style-type: none"> • 10+ years of multi-disciplinary marketing experience both at strategic and operational levels. • Proven experience in leading a team.
Qualification	<ul style="list-style-type: none"> • Master's degree in Marketing or business administration and a Quality related qualification.

Structure



Budget

600-700 K€