

Position Title:

VP/FVP Engagement Lab Head, Digital Bank

Key responsibilities:

- Strategize, design and deliver multi-channel campaigns to engage customers throughout their life cycle
- Translate analytical and marketing data to content that drives the business needs
- Proactive testing and recommending of ways to improve campaign performance
- Implement and coordinate campaigns with countries across the region
- Support the development and implementation of the Digital Bank's content strategy and data driven decisioning capability

Key requirements:

- Have a recognized degree preferably in the areas of Marketing, Communication, Psychology, Social Science or similar
- Minimum 10 years of experience in Marketing with Digital Marketing Skills
- Strong in written and verbal communication
- Able to interpret and connect analytical data, marketing data with marketing communications
- An innovative thinker, adaptive, detailed oriented
- Appreciative of all things technology
- Excellent in organization and planning
- Experienced in vertical and lateral stakeholder management
- In-depth knowledge of digital banking, banking products and the overall industry is a plus
- Hands-on experience on marketing automation tools is a plus