

Position Title:

VP Digital Marketing , Digital Bank

Key responsibilities:

- The Digital Marketing is responsible for digital marketing initiatives for Digital Bank thru digital channels including the website, paid digital, social and search engine marketing and analysis and optimization of the above. The position is also to support and develop digital distribution of marketing content, and to grow, maintain and track customer and employee engagement.
- The person will be responsible for ideating and implementing consumer insight-driven marketing program for the new digital brand across all digital and social channels in an integrated way.
- The ideal candidate will have a pulse on Gen Y and Gen Z with a deep knowledge of pop culture.
- An effective collaborator in a fast paced, multifaceted environment, candidate is able to effectively work with various teams, both locally and in market.

Key requirements:

- The ideal candidate will have minimum 7 years' experience and can demonstrate ability to implement and execute integrated consumer communication and direct-to-consumer marketing, with an emphasis on digital and social.
- Knowledge of established of emerging digital marketing technologies and experiences
- Candidate will also need to understand and be able to drive performance marketing online:
 - Search Engine Marketing & Search Engine Optimisation
 - Display Advertising
 - Social Media Marketing & Online PR
 - Email Marketing & Marketing Automation
 - Content Marketing
 - Mobile Marketing
 - Web Design & User Experience (UX) Design
 - Digital & Web Analytics
 - Conversion Rate Optimisation
- Resourceful by nature, experience in deploying marketing communications across the region with an ability to ensure consistent quality execution
- Strong knowledge in digital and social platforms and its formats, and demonstrate an ability to manage a content library and engagement protocol preferred.
- Ability to work in a constantly changing, fast-paced environment and successfully manage multiple priorities simultaneously
- Bachelor's degree; master's degree preferred

- Knowledge of SQL, Data Warehousing, BI, Data Modelling with experience in Big Data a strong plus
- Advanced knowledge and experience in CRM platforms, campaign management platforms, A/B testing, and web analytics such as Adobe Analytics,
- In depth knowledge of digital banking, banking products and the overall industry a strong plus
- Good written and verbal communication skills and demonstrated success presenting strategies and concepts in a clear and compelling manner to cross-functional stakeholders that persuades action
- Excellent stakeholder management and project management skills
- Innovative thinker with ability to work and thrive in a dynamic, team-oriented environment
- Able to interpret analytical data and marketing data synergistically with marketing communications
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