



HNB's Islamic Banking Unit is a significant contributor to the Bank's performance and is strongly positioned within the industry in providing tailor-made, complex banking solutions to the top tier blue chip conglomerates in the Country. As a team member of the Islamic Banking Unit, the applicant would be in charge of managing a portfolio of top tier Corporate clients with a strong focus in relationship management, business development and credit quality.

We are looking for bright minds to help us create a world of happy experiences.

BRAND MANAGER

Job Role

The Brand Manager will strategically execute marketing communications for the products assigned to them, while collaborating with internal teams and external agencies to develop campaigns that are in line with organizational priorities.

Duties and Responsibilities

- Plan and execute marketing communications for the assigned products/ segments, while ensuring alignment with organizational goals and brand guidelines.
- Collaborate with advertising, digital, and public relations agencies to enhance the brand image and consideration for the brands assigned.
- Identify trends and insights in the disruptive market to stay ahead of the curve and capitalize on emerging opportunities.
- Evaluate end-to-end product offerings with a focus on ensuring a positive customer experience.
- Develop innovative campaigns aimed at increasing brand memorability and differentiation in the market.
- Lead brand strategy development for the product brands, while ensuring alignment with overall brand positioning and objectives.
- Collaborate with business units and external partners to develop cohesive marketing strategies and increase synergies.
- Plan activation-driven amplification campaigns to enhance brand visibility and engagement.

Academic / Professional Qualifications

- Full qualification in Banking or completed up to Level 06 in SLIM or CIM, UK.
- OR
- A Degree from a recognized University preferably in Marketing, Management or any related field.
 - MBA/MSc would be an added advantage.

Skills and Capabilities

- Strong communication skills and interpersonal skills.
- Extensive knowledge in Microsoft Office package.
- Self-motivated individual with sound analytical skills.
- Good team player with the ability to work for extended hours on need basis.
- Ability to translate brand strategy into creative concepts
- Strong organising skills and attention to detail
- Proficiency in data analysis and interpretation to make precise marketing decisions

Work Experience

- Minimum 6 years' experience in brand management, advertising or marketing communications.

Interested candidates are invited to apply for the position

All applications must reach us by

05th September 2024

APPLY VIA XPRESSJOBS

