



Senior Branding and Marketing Strategy Officer

Deadline: 30th June 2019 | Apply to: sok.socheat@sathapana.com.kh

Location

- Head Office (01 Position)

Responsibilities

- Work closely with the Manager to plan, implement, monitor and evaluate marketing campaigns and activities.
- Assist the Manager to work on promotions, affiliate programs and customer retention techniques designed to satisfy customers' needs.
- Work with the design team to create images and artworks that best communicate the bank's brand values in a consistent and unified way.
- Support the Manager in establishing internal channels to capture relevant information of the sales and customer support teams that will help enhance or redirect current marketing strategies.
- Study and analyze the competitors' brand and marketing campaigns to be able to recommend effective marketing strategies.
- Perform other ad-hoc marketing-related duties.

Qualifications

- Bachelor or Master degree in marketing, communications, brand management, public relations marketing research and related fields.
- At least two-year-experience in digital marketing, public relations, preferably in banking and marketing agencies.
- Practical experiences in marketing, brand management, marketing campaign development, strategy development, public relations and other related fields.
- Strong focus on teamwork and ability to manage relationships across multiple departments.
- Proficient both written and spoken in English.
- Excellent communication, organization, management, and inter-personal skills.

How to apply

- Interested candidates are encouraged to submit the updated CVs to job@sathapana.com.kh or sok.socheat@sathapana.com.kh
- For more information, please contact us via 096 958 7777 / 096 287 1111 / 096 418 2222 or go to www.sathapana.com.kh