



Nations Trust Bank, progressive, fast-growing and technologically-driven, where dynamism and vision combine the best practices, is alongside the front-runners in the industry. To maintain and uplift that momentum, we need young, talented and hard-working people with dynamism to take the Bank to its next level of development.

## **Senior Brand Assistant – Retail Marketing**

### *Job Profile*

- Provide required support to plan and initiate the execution of annual marketing communications plan
- Support in developing communication plans for Key Initiatives and Marketing Projects under Retail Banking
- Coordinate with internal stake holders and external Agencies to provide required support to prepare briefing formats/communication briefs
- Monitor and ensure that the service standards set for the unit is met
- Work closely with Business Units and other Support Services teams to provide appropriate support in planning and initiating sales promotions
- Support the Manager - Communications & Promotions in managing/reconciling the Marketing budget of the Unit

### *Special Skills*

- High Computer literacy (MS Word/Excel/PowerPoint)
- Strong interpersonal and communication skills
- Basic understanding of the Brand Management process and Communication tools

### *Experience & Qualifications*

- Minimum of 4 years' experience with exposure in handling marketing related activities
- A part qualification in Banking (completion of four subjects at CBF Level) or CIM, SLIM (completion of 1<sup>st</sup> Stage) or completion of 1 year of a 3-year Degree Programme

Please log into <https://ntbreruitment.peopleshr.com/> to apply

We will correspond only with the shortlisted applicants

