

Ajman Bank - Ajman Job Opportunity – Marketing Officer

Required Major: Bachelor Degree in Business, Marketing or Communications

Salary: To be discussed at Interview

Benefits: Medical Insurance for self and family, annual air ticket,

Working hours: 8:00am – 4:00pm

Working days: 5 days, Sunday – Thursday

Job location: Ajman

Job Description

1. Assist to developing, planning and implementing the bank's total marketing plan, including market research, public relations and advertising.
2. Coordinate the implementation of strategies to achieve marketing goals for assigned products, product lines or market segments.
3. Assist to implement the strategies and goals for the marketing of assigned products, including market research, pricing, and cost planning.
4. Work with and provide marketing support to the sales staff responsible for selling the assigned products; Coordinate printing and stocking of product brochure/ literature.
5. Assist in the development of promotional strategies to help meet marketing goals; contribute to develop promotional literature and complimentary give-aways.
6. Assist in the implementation of advertising strategies and programs for assigned products.
7. Assist in monitoring promotions and spend against Marketing Action Plans (MAP's)
8. Support the development of external communication channels in articulating key messages & artworks about the bank and its products that are consistent with its brand values and guidelines.
9. Contribute to the enhancement of the Bank's website by managing & monitoring contents updates. Review websites, gather feedback from staff and customers and propose changes.
10. Contribute to prepare plans for the development of the Bank's internal communications channels (staff intranet and newsletter)

11. Coordinate and assist in maintaining relationship with the Advertising Agency; review invoices and arrange for payment.
12. Coordinate to arrange internal or external corporate events; liaise with organizations requesting for sponsorships.

Experience and competencies required:

- Some experience in advertising, marketing & public relations required.
- Commercial acumen and ability to work as per plans is essential.
- The ability to maintain relationships with internal/external personnel.
- Good command of English, Arabic language will be an added advantage.
- Planning and organizing skills
- Reporting writing skills
- Records and database management skills
- Negotiation skills
- Designing Skills
- Communicating effectively
- Analytical Thinking
- Customer focus
- Concern for order/Attention to details.

To apply for this vacancy, please send your CV to n.alsuwaidi@ajmanbank.ae with your name and Marketing Officer in the subject title.