

# JOB Watch

 **Databank**

## MARKETING OFFICER

**Databank** is looking for a self-motivated and innovative person for the role of a 'Marketing officer' with the Marketing team.

Interested Applicants should send their CV and an application letter to [careers@databankgroup.com](mailto:careers@databankgroup.com) by close of business on Wednesday 24<sup>TH</sup> April 2019. The subject of your email application should be Marketing officer

### Job Purpose & Summary:

Responsible for creating compelling marketing campaigns that support Databank's product brands and digital strategy. Develop marketing strategies that engage, attract and increase sales in our retail and institutional marketplace.

### Duties and Responsibilities:

#### 1. Strategic planning

- Monitor industry and competitive environment to proactively identify new opportunities, trends, emerging issues or threats
- Recommend actions needed to maintain and improve our competitive product brand positioning and remain current with industry trends
- Apply strategic and analytical business-focused thinking to bring tactics and ideas to market
- Work with key stakeholders in Sales team and other client facing groups to create compelling, insight-driven campaigns and events to support our product brands and investment expertise
- Ensure consistent use of positioning, brand, tone and voice

#### 2. Project management, orchestration and facilitation

- Manage day-to-day workflow, objectives and results
- Handle multiple tasks, process information, and address numerous client needs or conflicting demands without losing track of them

**0302 610610**

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- Be able to accurately forecast resource requirements, identify any barriers to project deliverables and any capacity issues, and act to resolve gaps
- Act as a liaison with internal partners (e.g., Sales, Fund Managers, Legal, Audit & Risk Management, Finance, etc.) on all new campaigns/events
- Continuously work to understand client and market insights and look for opportunities to apply this to projects you are working on
- Champion a continuous improvement approach within the broader Marketing team by conducting ongoing audits of workflow processes and targeting non value-added work
- Proactively identify opportunities to improve efficiency and effectiveness of existing processes
- Provide marketing support for a variety of campaigns that may include events, webcasts, video production, print and online marketing materials, ensuring that projects are completed on budget and on time
- Properly brief in projects in a way that provides relevant parties with information needed to successfully execute on a project: background, objectives, target audience, benefits, reasons to believe, desired response, brand character, tone and message, executional considerations, integrated workback schedules
- Facilitate the recommendation, review and approval of communication plans, creative briefs and creative concepts/content across a wide variety of stakeholders
- Participate in and lead brainstorming sessions, when required, with team members and other business partners
- Clarify the purpose of projects/meetings, the desired outcomes, process as well as the roles of each person at the start of projects. Work with the group to establish and get buy-in on the ground rules; draw out opinions and encourage full member participation
- Provide a safe place for creative ideas, listen intently and be able to handle difficult situations and behaviours
- Ensure successful tactical execution and timely delivery of initiatives
- Work with external agencies and suppliers as required
- Take repeated action and different approaches to overcome resistance and obstacles; persist in pushing for resolution or removal of obstacles
- Solicit ideas and opinions to help form specific decisions or plans

### **3. Relationship Management**

- Build and maintain relationships with internal and external partners, with a focus on client-facing teams
- Use your network to identify opportunities, gather innovative and forward-thinking ideas from our internal and external relationships, and seek input to problems, with a view to sustaining marketing excellence
- Act as a key contact with all partners to communicate updates, gather feedback and coordinate high-level requirements related to your initiatives
- Publicly acknowledge work done by fellow team members; encourage and empower others, offer constructive feedback to them as appropriate. When required, challenge team thinking and process by presenting new ideas in a compelling and collaborative manner

Undertake any other related assignments assigned by your supervisor or Head of Department

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### Education/Qualifications

- 1<sup>st</sup> Degree in Marketing/ Communication studies/ Business Administration or any other related degree
- Ghana Stock Exchange certification required or in progress

### Skills/Competencies

- High proficiency in MS Excel, MS Word, and MS PowerPoint
- Understanding of the requirements for creating successful Creative briefs
- Familiarity with the processes supporting the development, production and implementation of Marketing programs and collateral print materials
- Strong communication, research, problem solving skills and presentation skills
- Ability to think critically
- Knowledge of brand guidelines
- Ability to collaborate and manage relationships with internal partners
- Understanding of the Ghanaian financial services and investment industry
- Understanding of Databank's products and services
- Ability to build rapport and trust with colleagues
- Proven problem solving and interpersonal skills
- Negotiation and networking skills
- Strong attention to detail

### Experience

- At least 2 years' experience in similar role

**Terms and Conditions apply.**

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