



Marketing Department Manager

Foreign Trade Bank of Cambodia (FTB) is Cambodia's first and foremost bank. It has been providing customers with safe and reliable banking services for over 37 years. With our head office in Phnom Penh, we currently operate eleven branches and office in Phnom Penh, Sihanoukville, Siem Reap, Battambang and Kampong Cham province and plan to continue expanding our distribution network. In order to cope with the growth, we are looking for highly motivated and qualified candidates to join with our "*Employer of Choice Bank*":

Marketing Department Manager (01 position based in Head Office, Phnom Penh)

This role is responsible for managing the bank's overall marketing functions, requiring strong leadership and project management skills with a thorough knowledge of marketing, event management and PR programs.

Main Duties

- Develop, executive and maintain marketing strategies/ plans to meet agreed business objectives
- Manage and coordinate all marketing events, advertising and promotional activities for the Bank
- Manage the productivity of the marketing plans and projects
- Take the lead to build FTB branding and image to the public and stakeholders
- Conduct market research to determine market requirements for existing and future products
- Oversee development of advertising and marketing materials including products product brochures and other publications
- Prepare speeches and press releases
- Identify sponsorship opportunities, make recommendation, and execute agreed sponsorship activities
- Liaise with media companies on ad publication analysis and selection
- Secure article placements and coverage of news on transactions/events
- Develop targeted press lists and media contacts
- Develop Web Database Application on FTB's website

Skills/ Experiences

- Bachelor Degree in Marketing, Banking or related field. MBA of Marketing is preferable
- At least 5 years of experience in marketing management with Banking sector/MFI
- Ability and experience in market, segment analysis, development and preparation of segment marketing plans and strategies
- Experience with electronic design tools, such as Photoshop, Illustrator, Corel Draw, and other graphics tools. Experience with designing
- Strong understanding of media network in Cambodia
- Good organizational and time management skills
- A strong desire to work in a team and deal with challenge
- Computer literacy and English language proficiency

How to Apply:

Submission Deadline: 12 May 2017 at 5.00 PM

Interested applicants, please send by email attached with a cover letter and your most updated CV (**with current photo**) to: hr@ftbbank.com or submit the hard copy at Our Head Office, Building No. 33 C-D, Tchecoslovaquie Blvd (169), Sangkat Veal Vong, Khan 7 Makara, Phnom Penh. Only short-listed candidates will be contacted for interview.

Please visit our website: <http://www.ftbbank.com/vacant-and-career> for more available vacancies.