

Head of Marketing – Digital Bank

Description

We are seeking an accomplished and visionary Head of Marketing for our digital bank in Kuala Lumpur. Reporting to the Head of Business Division, you will lead the marketing team to drive brand growth and customer acquisition. You should have 10 years of marketing and branding experience, including team management and strategic collaboration. This role is pivotal in shaping our ASEAN market presence.

Responsibilities

- Team Leadership: Manage and inspire a high-performing marketing team, fostering growth and innovation.
- Strategy Development: Craft and execute comprehensive marketing strategies to elevate brand awareness and customer engagement.
- Collaboration: Foster partnerships with group companies and external partners to expand market reach and revenue opportunities.
- ASEAN Strategy: Contribute to the development of our ASEAN market expansion strategy, ensuring alignment with regional goals.
- Budget Oversight: Manage and optimize marketing budgets for maximum ROI, maintaining cost control.
- Performance Measurement: Establish KPIs and metrics for assessing marketing effectiveness and continually improve campaigns.

Qualifications

- Minimum of 10 years of marketing and branding experience.
- Proven success in leading and developing marketing teams.
- Demonstrated ability to create and execute successful marketing strategies.
- You will be based in Bangsar South, Kuala Lumpur
- Open to Malaysians only.

Key Objectives and Key Results (OKRs)

- Brand Growth: Increase brand visibility and recognition.
- Customer Acquisition: Growth in customer acquisition over the next two quarters.
- Partnership Expansion: Secure strategic partnerships with group companies and external partners in the ASEAN region.
- Market Expansion: Contribute to the development of a comprehensive ASEAN market strategy, ensuring revenue growth.
- Marketing Team Development: Build and develop a high-performing marketing team to meet the bank's growth objectives.
- Partnership Expansion: Foster relationships and secure partnerships with at least X key financial and technology stakeholders in Malaysia.
- Data-Driven Marketing: Implement a data-driven marketing strategy that results in a X% improvement in campaign ROI

If you are an experienced marketing leader with a strategic mindset, a track record of team development, and a passion for shaping the future of our digital bank's

Hiring organization

ACS Digital Berhad

ACS Digital Berhad is a subsidiary of AEON Financial Service Japan Co. Ltd., (AFS) that is responsible for the AEON Group's Financial Services Business. AFS is a comprehensive financial group with roots in the retail sector; it operates in Japan and 10 other countries/regions in Asia. The AEON Group is a pure holding company that comprises 8 businesses. It generates balanced growth and is Japan's largest retail group.

Employment Type

Full-time

Industry

Financial Services

Job Location

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

Date posted

November 22, 2023

apply

brand, we encourage you to apply and be a part of our dynamic team.