

# The Global Marketing Delivery

The Global Marketing Delivery function is focused on supporting the strategic and revenue growth priorities of the Bank. The function focuses on understanding customers and the identification, development and execution of Marketing strategies, campaigns and activities that support and strengthen the brand, support the drive for revenue and increase customer value and satisfaction in order to meet agreed targets and objectives at both a global and market level.

The Opportunity: (Brief Overview of the Role)

This role is responsible for the management and implementation of three key areas:

- ➔ Global Public Website content
- ➔ Third Party Relationship Management (TPRM) for vendors: Stoneshot, 2112 Communications, Ptarmigan Media
- ➔ Financial Promotions materials and Compliance approvals.

This role is part of the Asset Management Marketing & Client Experience team and while the role primarily supports Wholesale Marketing, you will be required to work across the spectrum of Propositions and Products in the Asset Management business, as required. This role is responsible for the implementation of Asset Management initiatives that are global and to give support, guidance and leadership to asset management marketing team. This is a role that requires strong project management skills, a passion for accuracy, a focus on attention to detail, and an ability to operate systems. This role forms part of a dynamic team that spans the delivery of global and local marketing plans

What you'll do: (List out Key Responsibilities)

## Public web sites

- ➔ Work closely with the public website content owners, and content producers to support them
- ➔ Implementation of process for posting 'Global' content to multiple public websites
- ➔ Working with and guiding Marketing communications and campaign management teams in market to ensure that the Global Public Website content is presented in a consistent way, using the agreed campaign assets and supporting materials produced.
- ➔ Financial promotion materials production and compliance approval

## Financial Promotion materials & Compliance

- ➔ To support the global and local marketing teams to manage the end-to-end process of the localization of financial promotion materials
- ➔ This can include material localizations of content and or regular data updates
- ➔ Compliance approval coordination including maintaining a database of disclaimers
- ➔ Recording and reporting Compliance for audit trail
- ➔ Publishing materials to local content platforms

## Third Party Vendor Management

- ➔ Third party vendor engagement –Third Party Security Risk (TPSR) due diligence assessments with guidance from the Business Information Risk Officer (BIRO) prior to the commencement of the service.
- ➔ Third Party Engagement Manager (TPEM) – for suppliers 2112 Communication & Ptarmigan Media
- ➔ Audit control – Coordination of quarterly re-certification of Marketing users of Stoneshot, and of monthly check of mailboxes by respective local marketing champions to ensure appropriate mailings are sent.
- ➔ Third Party Vendors list review – Annual review of the Third Party Vendors list with relationship managed by Marketing by coordinating with the various Marketing teams and local Marketing offices to ensure an up-to-date record.

## Experience required

- ➔ Knowledge of web metrics and maximizing search rankings, optimizing content and analyzing user engagement
- ➔ Track record of planning and executing successful website projects
- ➔ At least 5 years in Asset management or a similar financial services company
- ➔ Understanding of content management systems, preferably Sitecore
- ➔ Experience of working in a regulated industry
- ➔ A flexible and pro-active attitude with an ability to respond effectively to changing priorities and deadlines
- ➔ Experience with Share Point
- ➔ Excellent organizational skills
- ➔ Excellent PC skills
- ➔ Ability to adhere to complex procedures/process
- ➔ You will need strong project management skills to ensure pace in delivery.
- ➔ The role will need a basic level of knowledge in Digital Marketing.
- ➔ Ability to move initiatives forward in a cross-functional and matrixed operations organizational model
- ➔ A proven team player with the ability to work in teams distributed across the globe and influence across multi teams
- ➔ Ability to communicate clearly and accurately with both stakeholders, partners and colleagues.
- ➔ Strong interpersonal and people management capabilities