

Reference Number:

5681

Job Description:

This role reports to the Head of Retail Bank Marketing and you will manage all acquisition and relationships deepening marketing initiatives for Small Business Deposits, Lending, and Merchant Services.

This position requires keen understanding of the financial services needs of Small Business clients, along with the full suite of the bank's Small Business solutions, in order to design and implement effective, growth-oriented marketing.

DUTIES:

Ability to translate line of business strategies into feasible and cost-effective marketing plans.

End-to-end management and accountability for the Small Business Acquisition and lead generation marketing plans (marketing strategy, marketing program design & prioritization, campaign execution oversight, results reporting).

Define and deliver Small Business segment on-boarding and cross-sell activities across both digital and offline touch points, ensuring delivery contextual and meaningful value to clients through every interaction.

Oversee effective deployment across all marketing channels including: direct mail, e-mail, digital (search and display), social, promotions, mass media (print, radio, out of home), branch merchandising, and sales tools.

Evaluate the implementation and the effectiveness of the programs; determine successes and make recommendations on improvements going forward; cultivate a culture of test and learn, especially related to digital and direct marketing programs.

Incorporate insights from client data analytics and market research; ensure the broader team is versed in industry product, promotion, and marketing trends.

Serve as key point of contact, with numerous cross-functional stakeholders, in a leadership role to ensure a seamless delivery and a consistent experience.

Effectively mentor, coach and lead a cross-functional Marketing team; manage and prioritize multiple projects simultaneously with minimal supervision.

Responsible for efficient management and allocation of the Small Business marketing budget; develop yearly plan and ensure accurate monthly forecasting.

Understand and apply approved risk management practices, including escalation of issues.

QUALIFICATIONS:

12+ years' experience marketing Small Business financial services solutions, including deposits, lending and merchant solutions

10+ years? direct and digital marketing experience across DM, search, display, content,

email, social, marketing automation, online sales, and lead generation

10+ years' experience with people management, sales planning, product/program management, strategic planning, and vendor partnership management required.

Product P&L management experience preferred

SBA and government guaranteed lending experience preferred

Experience in a matrixed environment - ideal candidate will have extensive experience working with Marketing, Product, Digital, Agency, Finance, and IT/PMO functions

MBA or Master's degree preferred

RELOCATION BEING OFFERED

SEND RESUME AS AN MS WORD ATTACHMENT TO diane@dmstone.com