

# **MARKETING STRATEGIST, ASSISTANT VP - WOODLAND HILLS, CA REF 5778**

## **JAPANESE SPEAKING PREFERRED**

## **RELOCATION ASSISTANCE AVAILABLE**

You will be responsible for leading marketing strategy and planning for assigned business segments within the Consumer Bank.

Provide marketing leadership to the line of business by defining their marketing needs, developing marketing plans to support the realization of goals (acquisition, relationship deepening, revenue), and partnering with the Marketing Shared Service teams in delivering defined marketing initiatives.

Develop and drive marketing strategies that employ the appropriate channels and technologies to provide optimum positive exposure for the brand as well as the maximizing the effectiveness of client and prospect-facing communications.

### **DUTIES:**

- Lead marketing planning for Consumer Bank lines of business. Ability to translate business goals into feasible and cost-effective marketing campaigns that connect with clients and prospects in order to drive acquisition and relationship deepening. Collaborates with Channel, Product, and Marketing leadership as well as other bank stakeholders. Ensures on-time and flawless marketing implementation through effective planning, coordination, and team management. Also leads multi-cultural marketing activities for Hispanic, African American, Chinese, Japanese, Korean, Vietnamese client segments
- Work closely with the Marketing Shared Service and the Digital Marketing teams to execute campaigns across all marketing channels including: direct marketing (Direct mail, email, statements), digital marketing (search, display), promotions, mass media (print, radio, out of home), website, branch merchandising, PR, corporate communication, social media, and sales support.
- Partner with other internal organizations including product development, public relations, research/innovation teams, legal, compliance, and finance to deliver best in-class marketing.
- End-to-end management and accountability for marketing program design and prioritization, campaign execution oversight, and results reporting. 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.
- Responsible for efficient management and allocation of marketing budgets; develop yearly plan and ensure accurate monthly forecasting.

### **QUALIFICATIONS:**

- Expert-level reading, writing, and speaking skills in both English and Japanese languages.
- 7-10+ years of experience marketing consumer products and/or services.
- Experience with multi-cultural or segment marketing preferred.
- 7+ years of direct and digital marketing experience across advertising, DM, paid search, display, content, email, social, marketing automation, online sales, and lead generation preferred.
- 5+ years of experience with people management, sales planning, product/program management, strategic planning, and vendor partnership management preferred.
- Experience in a matrixed environment - ideal candidate will have experience working with Marketing, Product Teams, Digital Teams, Agencies, PR /Corporate Communications, Finance, and IT.
- MBA or Master's degree preferred.

**SEND RESUME AS AN MS WORD ATTACHMENT TO [diane@dmstone.com](mailto:diane@dmstone.com)**

