



# Vacancy Announcement



# FTB

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Foreign Trade Bank of Cambodia

## Exciting Career Opportunity

Foreign Trade Bank of Cambodia (FTB) is the first commercial bank in Cambodia, a truly local bank trusted since 1979. FTB has been providing customers with safe and reliable banking services. With the vision to be the preferred commercial bank in Cambodia, we continue supporting customer to grow and prosper while offering stable and long term career opportunities for all staff. As we are expanding the operation and building a high performing team to support our long-term sustainable growth, we are looking for highly motivated and qualified candidates to join with our "Employer of Choice Bank"

### **Head, Marketing Department**

(01 position based in Head Office, Phnom Penh)

This role is responsible for managing the bank's overall marketing functions, implement, monitor and evaluate digital and social marketing campaigns and activities.

#### **Main Duties**

- Manage and coordinate all marketing events, advertising and promotional activities for the Bank.
- Develop, executive and maintain marketing strategies/ plans to meet agreed business objectives.
- Develop creative design concept, and coordinate with design team to produce high-quality artworks in compliance with branding guidelines.
- 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.
- Study and analyze the competitors' digital and social media campaigns to recommend the effective strategies.
- 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.
- Secure article placements and coverage of news on transactions/events
- Develop Web Database Application on FTB's website.
- Design or create materials for promotion through various channels.

#### **Skills/ Experiences**

- Bachelor's Degree or MBA in Marketing, Management, Finance and Banking or related field.
- At least 8 years of experience in marketing management with banking sector/MFI.
- Strong leadership and project management skills with a thorough knowledge of marketing, and event management.
- 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
- High initiative, commitment, good communication and problem solving skills.
- A strong desire to work in a team and deal with challenge
- Computer literacy and English language proficiency

#### **How to Apply:**

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

More information, please kindly contact phone number: 081 666 597 / 081 444 179

☎ : 023 862 111

E-mail: [hr@ftbbank.com](mailto:hr@ftbbank.com)

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Investing in the future