



# Republic Bank (Grenada) Limited

Republic Bank (Grenada) Limited invites applications for the position of: -

## OFFICER-IN-CHARGE MARKETING AND COMMUNICATION

The primary objectives of this position are to manage the Bank's Marketing, Sales and Corporate Image in keeping with the Bank's strategic objectives.

### Main Responsibilities

- Marketing, advertising and promoting the Bank's products and services through all distribution channels, including digital media.
- Developing new products and enhancing existing products.
- Development of campaign and promotional proposals.
- Communicating with internal and external customers and suppliers on a regular basis.
- Monitoring sales on an ongoing basis.
- Developing and implementing the Bank's Marketing and Communications plan in line with the Bank's strategic objectives.
- Seeking avenues for and ensuring that publicity/sponsorship events are executed at a high standard and generate publicity for the bank.
- Ensuring that accurate market information and analysis based on research are provided to Executive Management.
- Preparing and reconciling budgets.
- Preparation of Reports

### Pre-requisites

- At least 5 years' experience in the Marketing field.
- At least three years Supervisory experience.
- First Degree in Marketing, Management or Business Administration.
- Certification in digital marketing and Social Media Marketing (SMM).
- Member of a professional or recognized marketing association or network.
- Proven experience in project and event management.
- Ability to work on multiple projects simultaneously with competing deadlines.
- Good interpersonal skills, drive and enthusiasm for the job.
- Excellent communication skills and ability to relate positively to all types of individuals.
- Demonstrated ability to work alone with excellent analytical, organizational, coordination, creative and problem solving skills.
- Computer proficiency in software application including Microsoft Word, Excel, PowerPoint, Access, Digital media.
- Must own a vehicle and possess a valid driver's licence.
- Banking experience will be an asset.

**Salary will be commensurate with qualification and experience.**

Applications to be addressed to:

**Manager– Human Resources  
Republic Bank (Grenada) Limited  
Republic House, Grand Anse, St. George**

**Email Application and CV to: [hr@republicgrenada.com](mailto:hr@republicgrenada.com)**  
Please insert "OC Marketing" as the email subject

Closing date for receipt of applications: **Friday May 14, 2021**