

**Job Title- Head of Marketing & Growth**

Location – Yangon

Job Sector- Banking

### **Job Purpose**

Reporting to Business Unit Head of KBZPay Market Business Unit, the role holder is responsible for customer acquisition, retention, and reactivation through branding & growth marketing initiatives. The role owner should be adept at translating our high-level strategic vision for the business into tactical goals and leading their execution. Role owner will work closely with the business unit head and other cross functional deputy business unit heads from Partnership and Strategy & Innovation teams.

### **KEY RESPONSIBILITIES**

- Translate business vision for revenue, order, and customer growth into year-round actionable initiatives of customer acquisition and engagement
- Strategic problem solver with the ability to formulate compelling vision and strategy and translate that to substantial roadmaps and results
- Propose and own a marketing and customer engagement budget and optimize marketing expense while driving key matrixes
- Manage a team of campaign managers, growth analysts, branding executives, and creative designers
- Thought leadership in brand vision and brand management
- Track and monitor key performance indicators to optimize performance and growth.
- Strong knowledge base and experience developing or leading digital experiences, coupled with knowledge of the underlying digital commerce trends.
- Highly developed communication and presentations skills with a superior ability to effectively communicate and present complex concepts and issues to leadership teams
- Strong analytical skills with ability to work through complex concepts/data and present well thought-out, simple solutions
- Product vision, product experience management, and product ownership of customer facing interfaces

- Curiosity, a can-do attitude and the ability to learn quickly and thrive in a complex, dynamic environment

## JOB REQUIREMENTS

- Bachelor's degree or higher
- 5+ years related experience required
- Demonstrated experience and success in commercial, 360 marketing, growth hacking, team development, and data analytics
- Strong communication, problem-solving and decision-making skills with ability to effectively communicate with senior leadership
- Demonstrated ability to build strong collaborative business relationships
- Proven ability to negotiate and apply skills to exercise influence over others decisions without express authority and influence change
- Demonstrated experience in project management and building project plans and presentations
- Deep understanding of business strategy, profitability projections and financial statements
- Ability to think both tactically and strategically moving through both fluidly
- Demonstrated leadership skills

How to apply: [career@kbzbank.com](mailto:career@kbzbank.com)