



Join Wanfuteng Bank Vanuatu to help customers become better off. We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. We are currently hiring for the following position based in Port Vila, Vanuatu, Oceania

MARKETING MANAGER

Position Summary

Works with General Manager to coordinate and implement marketing strategy of the bank. Recommends and implements tactics to reach target markets within each business line. Works closely with ad agency, marketing vendors, and business units to drive profitable growth.

Key Responsibilities

- Translates line of business goals into specific, tactical marketing plans
- Facilitates & implements marketing initiatives to support line of business strategies
- Develops, manages, and tracks marketing expenditures to budget
- Coordinates with third party vendors for delivery of creatives, advertising, print, and other marketing services
- Coordinates production of marketing materials including online, print, collateral, and advertising specialties
- Manages and develops content for website, brochures, printed marketing material, and social media
- Manages client contact system including reporting, list generation, and email blasts
- Coordinates public relations efforts, community event sponsorships, and crisis management plan
- Participates in community activities to promote the Bank's relationship within the market.
- Tracks and analyzes marketing results
- Performs other duties as assigned
- Plans and runs paid media campaigns on Facebook, LinkedIn, and Google
- Has some experience in Graphic Design, UX and UI design, as well as Front-End coding skills (CSS, Javascript, HTML)

Experience & Education:

- Displays up-to-date knowledge/technical competence necessary to perform the job, is resourceful and shows ability to focus on relevant issues and facts; demonstrates a clear understanding of products and services offered by the bank
- Support the bank's financial goals for growth and profit by managing department expenses, increasing fee income and preventing losses; demonstrates commitment to operating within planned budget guidelines and meets income/expense profit plans
- Plans and organizes activities/resources to maximize productivity, formulates goals and action plans; makes timely decisions, and meets deadlines
- Takes initiative, motivates others, demonstrates creativity, takes risks, and effectively managed numerous or crisis situations; effectively shares information and interacts with people at various levels, promotes teamwork and manages change
- Displays effective listening, verbal and written skills



- Bachelor's degree or equivalent combination of education and experience
- 5 years' experience in a similar role with a proven ability to coordinate multiple, shifting priorities in an autonomous fashion
- Knowledge of Adobe Photoshop, InDesign, and Premiere

How To Apply

Forward your CV and 2 references to: **MARKETING MANAGER VACANCY**, PO Box 65, Port Vila, Vanuatu or email career@wanfutengbank.com. Only the successful candidates who meets the above criteria will be contacted for an interview.