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# Strategic Product Marketing Manager

## Marketing

Closing date 2 February 2012

HSBC Bank Bermuda Limited is seeking a Strategic Product Marketing Manager. This position provides strategic and tactical marketing support for the Bank's business lines through the development of specific marketing / customer segment plans, and the execution thereof.

### Major responsibilities

- Develop and present to management individual product line marketing plans targeted at the various customer segment levels and focused on the objectives of the business
- Develop the annual marketing calendar in support of business objectives, after thorough understanding of business objectives and selling process
- Lead the development of all marketing materials to be used in a comprehensive campaign, and manage the campaign budget
- Using trend data from internal sources, and primary research statistics from survey work, build the financial case for marketing a product to a specific customer segment

### Minimum qualifications

- Bachelor's Degree (B.A., B.Sc.) in Business / Marketing. An MBA or equivalent accreditation is preferred
- Minimum of 8 years of marketing experience at a range of firms
- Strong analytical skills providing the ability to analyse customer data, financial data, survey statistical data and integrate all of these into a hypothesis which the marketing plan will support
- Prior experience in selling or business development is essential

*Interested applicants are invited to apply by sending your résumé and covering letter to:*

*Fax: 279 5826*

*Email: [recruitment.dept@hsbc.bm](mailto:recruitment.dept@hsbc.bm)*

*Recruitment Department  
Human Resources  
HSBC, Harbourview Centre  
37 Front Street, Hamilton HM11*

*Application forms are available in all HSBC branches and at [www.hsbc.bm](http://www.hsbc.bm)*

*All enquiries will be held in strict confidence.*

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