

# Marketing Manager, Digital Customer Engagement

## Retail Banking and Wealth Management

Closing date: 15 November 2018

HSBC Bank Bermuda Limited is seeking a Marketing Manager, Digital Customer Engagement. This marketing role is focused on supporting the strategic and revenue growth priorities of the Bank via optimization of our digital interactions with clients and potential clients.

### Major responsibilities

- Develop, execute and optimize effective digital engagement initiatives that support revenue growth for the business, ensuring all campaigns and assets delivered are legal and compliant with the relevant codes of practice
- Plan, manage and provide clear direction to drive direct customer experience improvements and the overall vision related to specific channels, propositions and programs
- Work with a range of key stakeholders across the local business and function to share outputs and best practice.
- Provide secondary support for the Manager, Sponsorship and Events, and the Marketing Manager, Campaigns roles
- Responsible for all digital marketing effectiveness measurement reporting and analytics

### Minimum qualifications

- Bachelor's degree in Marketing or equivalent experience
- Minimum of 3 years of proven and progressive marketing experience with at least two years financial services marketing experience preferred
- Excellent analytical, organisational, problem solving, project and process management skills
- Experience in management or development of marketing support materials
- Strong knowledge of the business, products and services supported as well as the external environment affecting them
- Must have experience in application of media, online and operations advertising, creative marketing communications, and public relations to drive a business forward through its marketing plan
- Demonstrate outstanding written and oral communications skills
- Well-developed copy-writing, copy-editing and proofreading skills

Interested applicants are invited to apply by sending a completed employment application and your résumé and cover letter to:

**Email:**  
recruitment.dept@hsbc.bm

**Fax:** 279-5826

Recruitment Department,  
Human Resources, HSBC  
Bank Bermuda Limited, 37  
Front Street, Hamilton HM 11

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.

**You'll achieve more when you join HSBC.**  
**[www.hsbc.com/careers](http://www.hsbc.com/careers)**

At HSBC we are open to different ideas and cultures and live by our values of being dependable, open and connected. HSBC is committed to building a culture where all employees are valued, respected and opinions count. We take pride in providing a workplace that fosters continuous professional development, flexible working and opportunities to grow within an inclusive and diverse environment. Personal data held by the Bank relating to employment applications will be used in accordance with our Privacy Statement, which is available on our website.

