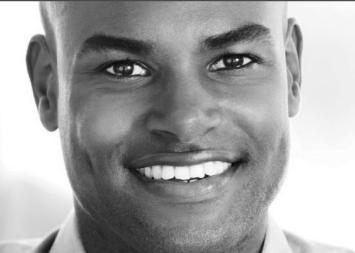


*Our people* are our competitive advantage.



At Butterfield, we pride ourselves on being approachable, disciplined and proactive. If you embody these qualities and have the necessary experience, you may be the one we're looking for.

## **Marketing Manager** **Marketing & Communications**

Reporting to the Assistant Vice President of Marketing, the Marketing Manager will assist with raising the profile of Butterfield through cohesive marketing activity including, print and digital media, events, sponsorships and thought leadership. We are looking for a highly motivated and experienced Marketing professional to foster trust and long-term relationships with internal customers, suppliers and agencies. The Marketing Manager will assist in all aspects of marketing a portfolio of assigned businesses and will facilitate the development, coordination and execution of key marketing strategies.

### **Your responsibilities will include:**

- assisting with the implementation of marketing plans that support company growth and increase knowledge of the Bank's products and services
- developing trusted advisor relationships with key stakeholders and executive sponsors
- coordinating all projects with a one firm focus and integrate with all marketing and communication tools to ensure consistent messaging
- clearly communicating the progress of monthly/quarterly initiatives to internal and external stakeholders
- planning and co-managing budgets, including forecasting and tracking
- assisting with the maintenance of content on the corporate website
- creating pre and post-event briefs and collating feedback for ROI evaluation
- assisting the marketing team in designing and delivering unique, high-end client events
- liaising with key vendors including design, print and PR agencies and ensuring projects are run on time and on budget
- coordinating and tracking cohesive marketing strategies that include various digital channels including web, e-mail, social media and display advertising, and providing statistical feedback to stakeholders
- ensuring appropriate documentation of processes and policies to ensure business continuity and consistency
- willingness to work extended hours as required, occasionally including weekends and holidays
- complying with Brand Guidelines
- complying with Legal and Compliance guidelines as they relate to event matters
- other ad hoc duties that benefit this role

### **Your experience/skills may include:**

- university degree in business administration, sales or relevant field
- five plus years of proven work experience as an Account Manager/Marketing Manager in the fields of banking, fiduciary, investment, custody or related financial services
- good organisational and administrative skills
- strong verbal and written communication skills
- superb listening, negotiation and presentation abilities
- outstanding customer service skills
- demonstrable ability to communicate, present and influence key stakeholders at all levels of an organisation
- experience delivering customer-focused solutions to client needs
- skilled in copywriting and art direction
- excellent grasp of social media and website metrics and best practices
- well-developed IT user and strong presentation skills
- pro-active, self-starter with the ability to work on own initiative, in a team-oriented environment, with minimal supervision
- proven ability to manage multiple account management projects at a time, while maintaining sharp attention to detail
- able to exercise discretion and keep strictest levels of confidentiality
- keen observer of market trends and competitive landscape
- creative idea generator with the ability to assist and direct creative development
- excellent prioritisation skills and attention to detail
- proficient in Microsoft Office suite of applications

CLOSING DATE: 18 February 2019

All applications should be forwarded **via e-mail**  
to: **resumes@butterfieldgroup.com**

ATTENTION: Human Resources

Hardcopy applications will not be accepted.

[www.butterfieldgroup.com](http://www.butterfieldgroup.com)  

**THE BAHAMAS | BERMUDA | CANADA | CAYMAN ISLANDS | GUERNSEY | JERSEY | MAURITIUS | SINGAPORE | SWITZERLAND | UNITED KINGDOM**

The Bank of N.T. Butterfield & Son Limited is licensed to conduct banking business by the Bermuda Monetary Authority.  
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**Butterfield**