



PROGRESS. PASSION. POSSIBILITIES.

At KPMG our goal is to be the Clear Choice for our Clients, our People and our Community.

KPMG professionals are individuals who take deep, personal accountability for their work; have a passion for excellence; remain driven to achieve their full potential; and understand the value of building relationships with clients, future clients, their communities, the global firm and each other. A KPMG professional has a strong work ethic, thrives on challenges, and is dedicated to providing outstanding client services.

The KPMG Markets Group is looking for a Director, Markets, who will lead the firm's service and industry groups and corporate marketing initiatives. The incumbent will lead in developing and implementing the firm's go to market strategies and is responsible for driving marketing programs directly aligned to relationship development and revenue generation. The Director and the team contribute to the implementation of the strategic direction of the firm and supports the firm's journey in becoming the Clear Choice. This role reports to the Head of Markets, provides leadership to the Markets team, facilitates development of the firm's Markets strategy, with the Markets Committee, and is an integral member of the overall firm leadership.

Director

Key Responsibilities:

The incumbent will lead the firm's Markets team to:

- Implement the Markets strategy of the firm;
- Work with the various stake holders to drive the Markets content of the annual business planning process;
- Oversee the development and implementation of an integrated strategic marketing and communications plan to advance KPMG's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences;
- Build and maintain collaborative working relationships with the Managing Directors across the firm to ensure the programs developed under this mandate are generating value;
- Identify innovative approaches to proposal development and opportunity management. Ensure appropriate tools are available and embedded in the approach;
- Work to improve Contact Relationship Management (CRM) service to the Business, including leveraging it to provide data and actionable insights into our clients;
- Provide communications expertise and advice to the firm in order to achieve business objectives through internal and external communications;
- Develop, maintain and expand effective working relationships with media;
- Develop and maintain a Key Accounts and/or Focus Issues program and planning process;
- Leads the team to aggregate information, knowledge and leading practices related to proposals, research/competitive intelligence, Key Accounts/Focus Issues, CRM and Relationship Programs and maintains on a central portal for up-to-date self-serve access;
- Provide strategic direction into the development and deployment of the firm's Markets methodologies in Bermuda. This individual will also maintain strong working ties to the Global KPMG Markets networks where required;
- Leverage the firm's intellectual capital into programs and activities that build the brand and create/enhance relationships;
- Oversee sponsorships, internal and external events, campaigns and other marketing activities;
- Oversee and help drive the effective management of the overall Markets function, including people and technology resource management and deployment, maintain firm standards and brand compliance, annual marketing planning cycle, HR policies and issues, financial and budget management, and vision and programs to reinforce a productive and positive work environment;
- Develop and maintain Markets scorecard and management reporting;
- Serve as marketing and communications subject matter expert, both internally and externally.

Candidates must have the following qualifications, skills and attributes:

- Educated to high school/college level or beyond;
- Proven experience of working for C level Executives is beneficial;
- Experience working in a similar accounting or consulting environment is beneficial;
- Superb organizational skills and the ability to manage multiple tasks and prioritize as required;
- Excellent written and oral communication skills;
- Excellent time management;
- Exceptional people skills with the ability to develop solid relationships and work with clients and staff of all levels;
- Excellent attention to details;
- Ability to problem solve;
- Ability to forward think and anticipate needs or issues;
- Ability to see the "bigger picture";
- A high degree of competence in Advanced MS Word, Excel, PowerPoint, Outlook and Database maintenance;
- Solid proof-reading skills;
- Ability to navigate the Web and conduct research on any matter;
- Ability to transcribe from audio is beneficial; and
- Ability to speed type and write is beneficial.

To apply for the above position, please visit our careers page at kpmg.bm.

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Deadline to apply is November 12, 2021.

KPMG is an equal opportunities employer.