



Vacancy Announcement



Exciting Career Opportunity

Foreign Trade Bank of Cambodia (FTB) is the first commercial bank in Cambodia, a truly local bank trusted since 1979. FTB has been providing customers with safe and reliable banking services. With the vision to be the preferred commercial bank in Cambodia, we continue supporting customer to grow and prosper while offering stable and long term career opportunities for all staff. As we are expanding the operation and building a high performing team to support our long-term sustainable growth, we are looking for highly motivated and qualified candidates to join with our "Employer of Choice Bank"

Senior Marketing Campaign, Marketing & Communication Unit (1 Position based in Head Office)

The Senior Marketing Campaign, Marketing & Communication will lead and oversee the marketing strategies and initiatives that drive business growth and promote awareness for retail and corporate banking financial services. The role requires a dynamic professional who comprehends marketing principles and frameworks and is able to develop marketing plans and execute the marketing campaigns that effectively meet the banks' objectives and goals.

***Main Duties:**

Strategic Campaign Planning:

- Develop comprehensive marketing campaigns that align with the bank's goals and objectives to support retail banking and corporate banking portfolios;
- Manage campaign budgets and timelines to ensure projects are delivered on time and cost efficiency;
- Collaborate with cross-functional teams to ensure campaign messaging, value proposition, and creative assets are on-brand and effective;

Campaign Execution:

- Plan and execute campaigns that cater to different targeted audiences to achieve specific goals and results in various areas, such as tactical, awareness, and product launch campaigns, which drive business growth and awareness using digital platforms, especially leveraging social media channels and marketing touchpoints;
- Develop and implement offline marketing activities, including products and services launch event, partnership MOU event, sales activation, etc.;

Performance Tracking and Reporting:

- Analyze campaign performance data and adjust strategies as needed to optimize results and Return of Investment (ROI);
- Monitor competitors' marketing activities, product launches, and campaign performance, and prepare comprehensive reports to inform strategic decisions;
- Stay up-to-date on industry trends and best practices to continually improve campaign effectiveness;

Collaboration:

- Build and maintain relationships with external vendors, influencers, and business partners to support campaign execution;
- Work closely and maintain a good working relationship with internal teams, product owners, and related cross-departments during each campaign stages process;
- Perform other task as assigned by line manager.

***Skills/ Experiences**

- Degree/Professional qualification in Marketing, Finance and Banking or equivalent.
- At least 3 years of experience in marketing, preferably in financial services, excellent communication, and project management skills.
- Strategic thinker with the ability to develop marketing plans aligned with business goals, market trends, and customer insights.
- Creative and solution-focused, skilled in crafting innovative campaigns that engage audiences, build brand identity, and drive results.
- Strong analytical skills to turn marketing data into insights and make data-driven decisions that boost impact and ROI.