



JOB DESCRIPTION

JOB TITLE: FINANCIAL SERVICES MARKETING MANAGER

TITLE OF IMMEDIATE SUPERVISOR: DEPUTY DIRECTOR OF TOURISM

1. MANDATE

Generally accountable for the development directing execution and continuous review of the Financial Services Marketing Plan in an effort to position the Financial Services Sector as a major contributor to the islands economy.

2. RESPONSIBILITIES

- Draft and Execute Financial Services Marketing Plan
- Oversee the Marketing of Financial Services and Products
- Develop and implement marketing and promotion strategy of Financial Services
- Explore new markets and products for the marketing of Anguilla's Financial Services
- Keep abreast of all laws governing Anguilla's Financial Services
- Advise Board, Deputy Director of Tourism and Chief Marketing Officer on Financial Services matters that impact the marketing and promotion of same
- Develop and support existing initiatives surrounding financial products, programs, and services in line with the overall marketing strategy
- Prepare necessary reports including jurisdiction comparison reports, to the Board via the Deputy Director and Director of Tourism.
- Manage the Marketing of Financial Services and Products
- Attend , local, regional and international conferences, seminars, and workshops
- Prepare departmental budget estimates and administer/control approved budgets
- Coordinate marketing activities including organizing events and intermediary and market participant visits
- Effectively communicate marketing message about the industry to the media, journalists,
- Collaborate with legal, financial, marketing agencies and service providers to create and execute effective promotional campaigns and outreach initiatives in other jurisdictions
- Monitor and analyze market trends, customer preferences, and competitor activities to adjust promotional strategies accordingly.
- Develop and maintain effective communication channels with internal and external stakeholders to ensure consistency in messaging and brand representation
- Any other relevant duties that may be required

KEY RELATIONSHIPS

- Liaise with Stakeholders, Industry players, Regulatory bodies, Commercial Registry, Ministry of Finance, members of the Anguilla Tourism Board, other senior managers of the Anguilla Tourist Board

KEY REPORTS

- Monthly Marketing Report
- Operational and Information Reports.
- Performance and Jurisdictional Reports
- Annual Financial Services Marketing Plan

CORE COMPETENCIES

- Bachelors or Masters in Marketing, Finance or relevant field
- Five to seven years of proven experience in Financial Services Marketing, or a related field.
- Strong knowledge of financial products and services, including investment products, insurance, and banking services
- Fundamental Understanding of company law
- Proven experience in creating and executing successful marketing campaigns for financial products and services
- Strong analytical skills, with the ability to analyze market trends and customer behavior to identify opportunities for growth
- Proficient in MS Office and business software, including marketing tools and technologies, such as social media, email marketing, and analytics software
- a leader in both creative and analytical capabilities; outstanding communication (written and verbal) and interpersonal abilities
- Ability to work under pressure and meet sscheduled timeframes
- Willingness to travel as required

INTERPERSONAL SKILLS

- Capable of working cooperatively and effectively with others to set goals, resolve problems and make decisions that enhance effectiveness.
- Ability to develop and communicate goals in support of the business' mission.
- Capable of anticipating , understanding and responding to needs of stakeholders to meet or exceed their expectations
- Demonstrates the willingness to be flexible, versatile and tolerant in a changing work environment while maintaining effectiveness and efficiency
- Competent in setting clear goals and expectations, tracking progress against the goals and ensure feedback.
- Ability to communicate effectively in a clear and concise manner
- Ability to analyze the organization's competitive position by considering market and industry trends, existing and potential customers.
- Capacity to establish and maintain positive working relationships with others, both internally and externally to achieve the targeted goals.
- Ability to outline financial marketing strategies, set goals, create and implement action plans and evaluate the process and results.

This document is intended to reflect those factors considered necessary to describe the principal functions of your job and is not to be construed as a detailed description of all work requirements that may be inherent in the job