

Drive Digital Growth. Inspire Engagement. Create Impact.

Digital, Campaigns & Content Lead

Are you a digital marketing strategist with a passion for creating compelling campaigns, leveraging data-driven insights, and delivering content that connects with audiences?

We are seeking a highly creative and results-oriented **Digital, Campaigns & Content Lead** to lead our digital marketing, campaign execution, content strategy, and audience engagement efforts. This role is responsible for driving the Bank's digital presence, customer acquisition, brand visibility, and engagement through innovative campaigns, compelling storytelling, and performance-driven marketing initiatives.

As a key member of the Branding, Marketing & Communications team, you will combine creativity, analytics, and technology to deliver meaningful customer experiences while supporting the Bank's digital transformation and sustainability agenda.

The Opportunity

As the **Digital, Campaigns & Content Lead**, you will spearhead integrated marketing campaigns, oversee digital platforms and content creation, manage agency relationships, and harness analytics to drive business performance.

You will play a critical role in positioning the Bank as an innovative, customer-focused, and digitally enabled financial institution by delivering high-impact campaigns that increase awareness, engagement, lead generation, and customer loyalty.

What You'll Bring

Digital Marketing Strategy & Execution

- Develop and execute digital marketing strategies that drive brand awareness, customer acquisition, engagement, and retention.
- Lead the planning and management of SEO, SEM, social media, content marketing, email marketing, and digital advertising initiatives.
- Ensure all digital activities align with business goals, customer experience objectives, and brand strategy.
- Manage relationships with digital platforms, media partners, agencies, and vendors to maximize campaign effectiveness.

Campaign Planning & Management

- Lead the development and execution of integrated, multi-channel marketing campaigns.
- Translate business objectives into compelling and measurable campaign strategies.
- Manage campaign budgets, timelines, creative development, and performance reporting.
- Monitor campaign effectiveness using key metrics and optimize initiatives for maximum return.

Creative Content & Agency Management

- Brief and manage the Bank's appointed advertising and creative agency.
- Review and approve creative concepts, digital assets, multimedia content, and campaign materials.
- Develop and produce in-house content where required, including digital assets, social media content, internal communications materials, and copy.
- Manage content calendars and creative production schedules to ensure timely delivery.
- Maintain high-quality standards and ensure all content aligns with the Bank's brand identity.

Internal & External Communications

- Support corporate communications across internal and external channels.
- Develop compelling newsletters, articles, media content, and communication materials.
- Ensure consistent messaging and tone of voice across all customer and employee communications.
- Partner with HR, CX, Product, and leadership teams to strengthen employee engagement and brand advocacy.

Market Insights & Intelligence

- Gather and analyze customer, market, industry, and competitor insights.
- Conduct digital benchmarking, audience analysis, and brand perception assessments.
- Build dashboards and reporting tools that provide actionable marketing intelligence.
- Provide recommendations that inform marketing, product, and customer experience strategies.

Digital Engagement & Innovation

- Drive audience engagement through innovative storytelling, multimedia content, and interactive experiences.
- Champion marketing automation, personalization, CRM integration, and customer journey optimisation.
- Explore emerging technologies, AI-enabled marketing solutions, and digital engagement tools.
- Ensure seamless omnichannel experiences across all customer touchpoints.

ESG & Sustainability Integration

- Integrate ESG and sustainability principles into digital campaigns and communication initiatives.
- Promote paperless, responsible, and environmentally conscious marketing practices.
- Showcase the Bank's commitment to social impact, inclusion, and sustainable development through digital storytelling.
- Support sustainability reporting through ESG-focused communication initiatives.

Measurement & Performance Reporting

- Monitor campaign performance and digital engagement metrics.
- Develop executive dashboards and monthly performance reports.
- Track ROI, lead generation, customer engagement, and conversion performance.
- Use analytics to continuously improve campaign effectiveness and customer outcomes.

What We're Looking For

Qualifications

- Bachelor's Degree in: Marketing , Communications, Digital Media, Advertising, Business Administration, Or a related field
- Professional certifications in Digital Marketing will be an advantage, including: Google Certifications, HubSpot Certifications, Digital Analytics Certifications
- Working knowledge of content and design tools such as Adobe Creative Suite, Canva, or similar platforms is desirable.

Experience

- Minimum **5 years' experience** in Digital Marketing, Campaign Management, Communications, or related fields.
- Proven success managing digital campaigns, content strategies, and marketing analytics.
- Experience working with agencies, creative partners, and digital vendors.
- Exposure to financial services, banking, fintech, or corporate brand environments will be an added advantage.
- Experience in marketing automation, CRM platforms, customer journey management, and digital performance optimisation is highly desirable.

Why Join Us?

This is an exciting opportunity to help shape the digital future of a growing financial institution committed to innovation, customer excellence, and sustainable growth.

You will work at the intersection of creativity, technology, and business strategy, leading initiatives that influence customer engagement, strengthen the Bank's market position, and create meaningful impact for customers and communities.

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To Apply, follow the link:
<https://forms.cloud.microsoft/r/eR1N5QsZ3J>
Closing Date: **19th October 2026**