



THE NAINITAL BANK LTD.
BRINGING NEW PERSONAL TOUCH

Position	Marketing Head – Digital Ventures – The Nainital Bank Ltd. (DVNTB)
Role & Responsibilities	<p>The Marketing Head will be responsible for:</p> <ul style="list-style-type: none">• Leading all Brand management, Marketing communications (including advertising, promotions and Public relations), market research, product development, and pricing for DVNTB• Shaping DVNTB's understanding of a particular product and marketing philosophy• Helping with customer-facing technology implementations.• Driving the disruptive growth agenda thereby generating new value for the business in the evolving market conditions.• Facilitating growth, sales and marketing strategy.
Job specific skills	<p>Applicants should possess the following attributes:</p> <ul style="list-style-type: none">• Seasoned, results oriented, sales & marketing expertise.• A true professional of the Marketing function, deep and broad marketing experience, in which he/she has gained in-depth expertise on all aspects of the function including strategic and operational marketing as well as new product development.• Successful track record in defining and implementing an innovative marketing strategy with clear objective of market share increase or consolidation.• Experience gained in innovation and development of new products and services.• Demonstrated ability to improve/upgrade an organization's capability in all aspects of marketing.• Experience in building and upgrading successful marketing teams.• Demonstrated capability to lead significant change through influence and personal credibility.• Proven leadership experiences in managing cross-functional and cross-cultural teams, and the flexibility to build relationships with people at all levels internally and externally.
Educational Qualification	Post Graduate in Business Management from an accredited college or university in India/Overseas.

Minimum Experience	15years of experience with a focus on marketing
CTC offered	Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.
Nature of Job	Contractual
Website	www.nainitalbank.co.in
Last Date for application	08.05.2017
Application to be submitted to	avplaw@nainitalbank.co.in