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**SATHAPANA BANK**

## Senior Manager, Branding & Corporate Communication

Based in Phnom Penh, Cambodia.

The Marketing Team drives the development of marketing strategies and campaigns across channels. Our goal is to create a consistent brand experience across all touchpoints and our team is instrumental in delivering excellent customer experience, thought leadership, and business growth. We are seeking an experienced marketing professional to provide strategic and executional leadership across our product launch and sustaining marketing efforts. The Senior Manager, Corporate Branding & Communications plays a vital role in shaping how Sathapana is presented across Cambodia with a firm grasp on branding, trade marketing, events, communications, and trends affecting partners and customers. You will work cross-functionally across the organization, working closely with all relevant functions of Retail Banking, Digital Banking, and Operations. This role reports directly to the Head of Marketing. The successful candidate had deeply understands branding and customer journeys and how unique touchpoints can best complement each other to maximize engagement and conversion.

### Responsibilities

- Manage a team to plan, develop, and execute effective brand projects and campaigns to drive awareness, customer acquisition, and usage across all touchpoints according to strict deadlines and within budget.
- Switch seamlessly between identifying and developing Sathapana brand campaigns and stories across all platforms as well as advising on how partners should deliver their stories and campaigns featuring Sathapana products.
- Lead strategic branding initiatives and campaigns across the end-to-end customer journey.
- Proven ability to build rapport, credibility, and influence across multiple teams and stakeholders to get results.
- Ability to knit together disparate sources of information into a strong strategic narrative.
- Be the brand guardian across every customer touch point and, provide recommendations that improve the overall customer experience.
- Supervising new branches and ATMs fit out marketing and, outlook to ensure branding is met.
- Traffic controlling for branding and creativity with all stakeholders on work request

### Qualifications

- Bachelor's in marketing Effective communication skills
- Bachelor/ Master's degree in relevant disciplines (preferably in Banking, Finance, or Marketing)
- At least 5 years' experience in a managerial position in banking or related fields.
- Product management experiences in Financial Service/Fintech or similar industry
- Demonstrable experience working with Digital Banking products is highly preferred (eg: internet banking, mobile apps, etc.)
- Highly creative person with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Up-to-date knowledge of the latest trends and best practices in technology, digital banking, and customer experience.
- Strong analytical, planning, forecasting, and budgeting/ financial skills.
- Excellent communication skills with the ability to instantly connect with people and manage ongoing relationships for positive outcomes.

### To Apply

- Interested candidates are encouraged to apply via [job@sathapana.com.kh](mailto:job@sathapana.com.kh)
- For more information, please contact us at 023/081 999 010/096 25 80 666 or go to <https://www.sathapana.com.kh/careers/job-opportunity/>