

Job Description

POSITION DETAILS			
Functional Designation	Senior Manager - Branding	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	Senior Manager
Location	Corporate Office	Reporting Manager	
Job Purpose			
The Senior Manager - Branding is a key position responsible for developing and executing branding strategies to enhance the brand image, recognition, and reputation of the NBFC. This role plays a critical role in building and maintaining a strong and consistent brand identity.			
Principal Accountabilities			
<ol style="list-style-type: none">1. Branding Strategy:<ul style="list-style-type: none">- Develop and lead the implementation of a comprehensive branding strategy aligned with the NBFC's business objectives.- Define and communicate the brand's unique value proposition and positioning.2. Brand Identity and Guidelines:<ul style="list-style-type: none">- Establish and maintain brand guidelines to ensure consistency in visual and messaging elements across all brand touchpoints.- Oversee the creation of brand assets, including logos, taglines, and design elements.3. Content Creation and Management:<ul style="list-style-type: none">- Lead the creation of brand-centric content, including marketing collateral, advertising materials, presentations, and digital assets.- Ensure all content aligns with the brand's identity and messaging.4. Online and Offline Presence:<ul style="list-style-type: none">- Oversee the management and enhancement of the company's online presence, including the website, social media, and email marketing, to reflect the brand's identity.- Manage offline branding efforts, such as events, sponsorships, and promotional materials.5. Advertising and Campaigns:<ul style="list-style-type: none">- Plan and execute branding campaigns to promote brand awareness, values, and messaging.- Monitor advertising budgets and analyze campaign performance.- Optimize campaigns for maximum return on investment (ROI).6. Brand Tracking and Measurement:<ul style="list-style-type: none">- Utilize brand tracking tools and metrics to assess the effectiveness of branding efforts.- Track brand perception, awareness, and equity.- Generate regular reports on branding performance and provide actionable insights.			

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7. Internal Brand Culture:

- Foster a culture of brand awareness and alignment among internal stakeholders.
- Ensure that employees understand and represent the brand's values and identity.

8. Compliance and Brand Protection:

- Ensure that all branding activities comply with regulatory requirements and industry standards.
- Monitor brand usage and protect against unauthorized use or infringement.

Desired Profile

- Bachelor's degree in Marketing, Communications, Business, or a related field (Master's degree preferred).
- Several years of experience in branding and marketing roles, preferably within the financial services industry.
- Strong creativity and brand development skills.
- Proficiency in branding guidelines, design principles, and content creation.
- Effective communication and interpersonal skills.
- Knowledge of NBFC products, regulatory requirements, and market dynamics.
- Track record of successful branding strategies and campaigns.