

## Job Description

POSITION DETAILS			
Functional Designation	Vice President - Digital Branding	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	Vice President
Location	Corporate Office	Reporting Manager	
Job Purpose			
<p>The Vice President - Digital Branding is a senior leadership position responsible for developing and executing digital branding and marketing strategies to enhance the online presence, reputation, and recognition of the NBFC. This role plays a crucial role in building and maintaining a strong and consistent digital brand identity. It includes managing digital assets (website, App, WhatsApp), SEO, Content, Retention marketing/database campaigns, Social media, Digital brand, ORM (online reputation management) and rewards/Loyalty program</p>			
Principal Accountabilities			
<p>1. Digital Branding Strategy:</p> <ul style="list-style-type: none"><li>- Develop and lead the implementation of a comprehensive digital branding strategy aligned with the NBFC's business goals and objectives.</li><li>- Identify the target audience, market trends, and competitive landscape to inform the branding strategy.</li></ul> <p>2. Online Presence and Brand Identity:</p> <ul style="list-style-type: none"><li>- Oversee and enhance the management of the company's online presence, including the website and social media platforms.</li><li>- Ensure a consistent and compelling brand voice and messaging across all digital assets.</li><li>- Enhance brand visibility, reputation, and recognition through digital channels.</li></ul> <p>3. Content Development and Management:</p> <ul style="list-style-type: none"><li>- Lead the creation and distribution of high-quality and engaging digital content, including blog posts, articles, videos, infographics, and social media content.</li><li>- Develop content calendars and collaborate with content creators.</li><li>- Ensure all content aligns with the brand's identity and messaging.</li></ul> <p>4. Digital Advertising and Campaigns:</p> <ul style="list-style-type: none"><li>- Plan and execute digital advertising campaigns, including pay-per-click (PPC), display ads, and social media advertising, to promote brand awareness and engagement.</li><li>- Monitor advertising budgets and analyze campaign performance.</li><li>- Optimize campaigns for maximum return on investment (ROI).</li></ul> <p>5. SEO and Online Reputation Management:</p> <ul style="list-style-type: none"><li>- Develop and execute search engine optimization (SEO) strategies to improve the online visibility and search ranking of the NBFC.</li><li>- Monitor online reputation and manage responses to customer feedback and reviews.</li></ul>			

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### 6. Social Media Management:

- Manage and enhance the company's presence on social media platforms.
- Engage with the online community, respond to inquiries, and maintain a positive brand image.
- Create and execute social media marketing strategies to drive engagement and brand loyalty.

### 7. Analytics and Reporting:

- Utilize data analytics tools to measure the effectiveness of digital branding efforts.
- Generate regular reports on branding performance and provide actionable insights.
- Use data-driven decisions to continuously optimize branding strategies.

### 8. Team Leadership:

- Lead and manage a team of digital branding professionals, providing guidance, coaching, and performance evaluations.
- Foster a culture of creativity, innovation, and continuous improvement within the digital branding department.

### 9. Digital Asset Management:

- Supervise the administration of digital assets, including the website, app, and WhatsApp.

### 10. Retention Marketing:

- Lead database campaigns aimed at enhancing customer retention.

### 11. Rewards & Loyalty Program:

- Develop and execute rewards and loyalty programs to increase customer engagement.

## Desired Profile

- Bachelor's degree in Marketing, Digital Marketing, Business, or related field (Master's degree preferred).
- Extensive experience in digital branding and leadership roles within the financial services industry.
- Strong leadership and team management skills.
- Excellent analytical and strategic thinking abilities.
- Effective communication and interpersonal skills.
- Proficiency in digital marketing tools, platforms, and analytics.
- Knowledge of NBFC products, regulatory requirements, and market dynamics.