



OMAN HOUSING BANK (S.A.O.C)

بنك الإسكان العماني (ش.م.ع.م.ع.)

Job Description

Job	Head of Brand Management	Division	-
Department	Brand Management	Reporting To	Head of Marketing & Communications

Job Objectives

Head of Brand Management is responsible for the creation and implementation of marketing and communication activities for a brand. Brand Managers manage a portfolio of products for which they build brand awareness and improve market share.

Duties & Responsibilities

Strategic	<ul style="list-style-type: none">• Maintain a company or individual's public image through the implementation of marketing initiatives• Make decisions about the cost of branding and analyzing trends in customer spending• Build relationships with influencers, journalists and media outlets• Oversee social media accounts and ensure brand consistency• Analyze brand positioning and consumer insights• Shape and communicate our vision and mission• Translate brand elements into plans and go-to-market strategies• Manage a team of marketing people working on brand initiatives• Lead creative development to motivate the target audience to "take action"
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	<ul style="list-style-type: none"> Establish performance specifications, cost and price parameters, market applications and sales estimates Measure and report performance of all marketing campaigns, and assess ROI and KPIs Oversee new and ongoing marketing and advertising activities Monitor product distribution and consumer reactions Devise innovative growth strategies Align the Bank around the brand's direction, choices and tactics
Management & Execution	<ul style="list-style-type: none"> Develop and implement Brand Management and initiatives aligned with the overall business strategy Develop and monitor overall Brand Management across the organization Proven working experience as Business Manager or other Business Executive Conducts research and analysis of organizational trends including review of reports and metrics from the organizations.
People Management	<ul style="list-style-type: none"> Manage the performance, motivation and development of individuals within the team. Act as a mentor for juniors in the team. Set job objectives, perform timely review to measure performance, and identify staff development and training needs.
Background Knowledge & Experience	
Minimum Level	<ul style="list-style-type: none"> Bachelor's degree programs in marketing or in business with a concentration in marketing Master's Degree / MBA is preferred
Professional Qualifications	<ul style="list-style-type: none"> professional certificate relevant to the field preferred



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Background	<ul style="list-style-type: none">• Minimum 5-10 years of experience in banking industry or a financial institution• Strong operational background with 4-6 years' experience in a senior management role related to business development or sales experience
Areas of Competency	
Behavioral	<ul style="list-style-type: none">• Worked in a multi-complex operations environment• Proven Leadership and Management Skills• Excellent People Management skills.• Team Player• Has a "Can do attitude"• Excellent Communication and Interpersonal skills• Service Quality Oriented• Leadership, team management, developing and mentoring• High level influencing and interpersonal skills• Relationship building, negotiation, problem solving and trouble shooting• critical thinking and problem solving skills• planning and organizing• decision-making• communication skills• persuasiveness• negotiation• conflict management• adaptability



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Operational	<ul style="list-style-type: none">• Excellent communication and people skills• Comprehensive understanding of marketing analytics platforms and data with an eye for creativity• Experience in negotiations• Experience with business planning processes and budget management• Ability to strategize and solve problems• Strong social media and content marketing acumen• Analytical skills and forecasting methods• Promotes cooperation and commitment within a team• Attention to accuracy and detail• Excellent project management skills with the ability to coordinate tasks between Bank Functions/departments for a common goal
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