



**THE NAINITAL BANK LTD.**  
BANKING WITH PERSONAL TOUCH

<b>Position</b>	<b>Digital Marketing Head– Digital Ventures – The Nainital Bank Ltd. (DVNTB)</b>
<b>Role &amp; Responsibilities</b>	<p>The Digital Marketing Head will be responsible for:</p> <ul style="list-style-type: none"><li>• Custodian of online presence of the brand and meeting key KPI's</li><li>• Work closely with the product &amp; tech team to articulate business needs and oversee implementation</li><li>• Responsible for the online customer journey and brand reputation</li><li>• Spearhead SEO and organic growth for the brand</li><li>• Establish key digital alliances which help DVNTB to augment its growth</li><li>• Manage multiple agencies/vendors to leverage the best output for the brand</li><li>• Establish a strong analytical culture within the team/organisation</li></ul>
<b>Job specific skills</b>	<p>Applicants should possess the following attributes:</p> <ul style="list-style-type: none"><li>• Team management experience with expertise in multiple advertising suite, affiliate marketing, SEM &amp; social media marketing</li><li>• Has worked on DRIP marketing &amp; marketing automation platforms</li><li>• Hands on SEO experience &amp; aware of best practices including large scale SEO initiatives</li><li>• Seamless understanding of offline marketing &amp; media.</li><li>• 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.</li><li>• Proficient in any of Google/Adobe analytics</li></ul>
<b>Educational Qualification</b>	Post Graduate in Business Management from an accredited college or university in India/Overseas.
<b>Minimum Experience</b>	7+ years of experience with a focus on marketing
<b>CTC offered</b>	Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.
<b>Nature of Job</b>	Contractual
<b>Website</b>	<a href="http://www.nainitalbank.co.in">www.nainitalbank.co.in</a>

<b>Last Date for application</b>	08.05.2017
<b>Application to be submitted to</b>	avplaw@nainitalbank.co.in