



EASTERN CARIBBEAN HOME MORTGAGE BANK

trading as

ECHMB CAPITAL

VACANCY

ECHMB Capital is seeking applications for a highly motivated person to be our **Sales & Marketing Coordinator**. The candidate must possess excellent research and time management skills with a creative mindset.

Duties and Responsibilities:

- Management of networking, internal staff functions and corporate social events.
- Handling the Bank's Social Media and Online presence
- Maintain detailed competitor information that include product features, product pricing, and all other relevant information for existing competitors and new entrants.
- Conduct market research using a variety of techniques, such as surveys, and provide the Bank with updated market and industry information in terms of size, segments and application needs.
- Develop and maintain all internal communication including the Bank's internal documents, value campaign and events.
- Determine KPIs for the marketing department.
- Compilation of the annual marketing plan
- Develop and guide brand positioning and public perception
- Writing and editing press releases, speeches, newsletters, websites, and social media

Education and Experience Requirements:

- Completed Bachelor's degree in Marketing/Communication/Business Administration.
- Minimum of five (5) years relevant experience in the marketing of financial instruments.
- Exposure to digital and direct response marketing.
- Strong written and verbal communication skills.
- General level skills of Microsoft Office (Outlook, Excel, Word, & PowerPoint).
- Able to collaborate effectively with others.
- Track record with evidence of delivering results.

What we offer:

- A Team-Oriented culture.
- Competitive Salary.
- Professional growth through development opportunities and continuing education.
- Excellent health insurance benefits.

Suitable candidates are invited to submit a resume to:

The Chief Executive Officer
ECHMB Capital
P. O. Box 753, Basseterre
ST KITTS
E-mail: info@echmb.com

Tel: 1 (869) 466-7869

Deadline for submission 16th April 2021.

Only candidates shortlisted for the selection process will be contacted.