



## **BFCPTRJ-001 – Marketing Manager | Products & Marketing | Bahrain**

### **About the role:**

The job holder will be responsible to lead the delivery of all product marketing communications and point of sale marketing collateral to drive new customer acquisition, and existing customer usage of products including Prepaid Cards and Mobile applications.

The role will involve external meetings with business partners including Marketing agencies and work on special projects from time to time.

### **Your Responsibilities:**

- To ensure that the product POS brand visibility opportunities, promotions and relevant sales and marketing support merchandise is up to standards within all branches on a weekly basis.
- To collaborate with Group Head of Sales & Marketing with regards to below the line (BTL) activities in order to manage and implement the marketing plan.
- Coordination of events and exhibitions, fairs and other community events throughout the year to support the BDOs.
- To co-ordinate with various suppliers/vendors to ensure cost-effective, quality and timely production of all digital product POS and marketing collaterals in appropriate languages.
- To provide structured training and presentations to staff on new products. Perform any other task as directed by the Head of Products & Marketing & General Manager.
- Ensure that all product POS and marketing materials for Bahrain are approved by the Head of Products & Marketing, General Manager and Group Head of Sales & Marketing.
- To track competitor activity by branch on a weekly basis to identify opportunities for BFC Payments in launching localized marketing campaigns.
- To maintain a track of the marketing spends and sales targets for BFC Payments products to ensure they are in line with approved budgets, Monthly MIS versus Year Budget.
- To ensure the costings of new digital product branch material is in line with approved budgets.

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## About You

You are required to have University education preferably in Marketing & Sales and strong technical background.

- Minimum 3 years' experience in financial services, retail or lifestyle industry out of which at least one year should be in the Marketing, Sales or product development roles.
- Excellent interpersonal and communication skills.
- Self-motivated and accountable for own actions.
- Should have excellent communication in English, other language is preferable.
- Strong customer service and relationship management skills.
- Ability to work with MS Office package (Word, Excel, PowerPoint & Outlook).
- High attention to detail.
- Strict work ethic.
- Well presented, confident and articulate with good oral and written skills.