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## ICICI Bank Careers Jobs – Jobs Near Me – Sr. Marketing Executive Bank

**Hiring organization**  
ICICI Bank

### Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

### Date posted

March 26, 2024

### Valid through

31.12.2024

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### Base Salary

USD 17 - USD 26

### Qualifications

Bachelor's degree in accounting, finance, economics, or a related field.

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### Employment Type

Full-time, Work From Home

### Description

## ICICI Bank Recruitment 2024

### About ICICI Bank

ICICI Bank is India's leading private sector bank, with a growing presence across the globe. We are a pioneer in technology-driven banking, offering a wide range of financial products and services to millions of customers. Our commitment to innovation and customer-centricity has made us a trusted brand, shaping the future of banking in India.

### Why Join Us as a Senior Marketing Executive?

In this exciting role, you'll play a pivotal role in crafting and executing impactful marketing campaigns that drive brand awareness, customer acquisition, and product adoption for ICICI Bank. You'll be at the forefront of a dynamic and collaborative team, leveraging your creativity and strategic thinking to develop innovative marketing solutions across various digital and traditional channels.

This remote position offers the flexibility to work from anywhere in India, allowing you to achieve a healthy work-life balance while contributing to the growth of a leading financial institution. We are looking for a passionate and results-oriented marketer who thrives in a fast-paced environment and is eager to make a real impact.

**Position: Senior Marketing Executive**

**Company: ICICI Bank**

**Location: Remote (India)**

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### Job Summary

As a Senior Marketing Executive at ICICI Bank, you'll be responsible for developing and executing comprehensive marketing campaigns across various channels to achieve specific business objectives. You'll work closely with cross-functional teams including product, sales, and analytics to understand customer needs and develop targeted marketing strategies.

Your responsibilities will encompass:

- **Campaign Development & Execution:** Conceptualize, develop, and execute marketing campaigns across digital channels (website, social media, email marketing) and traditional channels (print, television) to promote ICICI Bank's products and services.
- **Content Creation:** Craft compelling and engaging content (text, visuals) for various marketing materials, ensuring brand consistency and messaging alignment.
- **Data Analysis & Reporting:** Monitor campaign performance using analytics tools, measure key metrics (impressions, clicks, conversions), and generate reports to track progress and optimize future campaigns.
- **Market Research & Competitor Analysis:** Stay updated on industry trends, competitor activities, and customer insights to inform marketing strategies.
- **Project Management:** Manage multiple marketing projects simultaneously, ensuring timely completion and adherence to budget constraints.

### Key Responsibilities

- Develop and execute targeted marketing campaigns across various digital and traditional channels (website, social media, email marketing, print, television).
- Create compelling content (text, visuals) for marketing materials such as website copy, social media posts, email marketing campaigns, and brochures.
- Analyze campaign performance using data analytics tools (e.g., Google Analytics, social media analytics platforms) and generate reports to measure success and identify areas for improvement.
- Conduct market research and competitor analysis to stay informed about industry trends, customer needs, and competitor activities.
- Manage and prioritize multiple marketing projects, ensuring timely completion and adherence to budget.
- Collaborate effectively with cross-functional teams (product, sales, analytics) to develop and execute marketing strategies.
- Stay up-to-date on the latest digital marketing trends and best practices.

### Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.

- Minimum 3-5 years of experience in marketing, preferably in the financial services industry.
- Strong understanding of digital marketing principles and best practices (SEO, PPC, social media marketing, email marketing).
- Excellent content creation skills (writing, editing, visual design).
- Proficient in data analysis tools (e.g., Google Analytics, social media analytics platforms) and reporting tools (e.g., MS Excel).
- Excellent communication, collaboration, and project management skills.
- Ability to work independently and as part of a team.
- Strong analytical and problem-solving skills.

### Experience

This role is suitable for both experienced marketing professionals (3-5 years) and those with a strong foundation in marketing and a desire to grow their careers in a fast-paced environment.

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### Why Join ICICI Bank?

ICICI Bank offers a dynamic and rewarding work environment where you can make a real impact on one of India's leading financial institutions. Here are some of the benefits you'll enjoy:

- **Competitive salary and benefits package**
- **Opportunities for professional development and growth**
- **Remote work flexibility**
- **Work with a talented and passionate team**
- **Be part of a company that is shaping the future of banking**
- **Positive and collaborative work environment**

### Application Process

To apply, please submit your resume and cover letter online.

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