



CITIZENCREDIT Centre, CTS No. 236, Marve Road, Orlem, Malad West, Mumbai 400064

## **Assistant Manager/ Deputy Manager -Planning & Communication**

### **Looking for Candidates:**

- With proven experience in digital media, branding and communications and strategic campaigns.

### **Qualifications:**

**Essential:** Graduate / Postgraduate Degree in Marketing/Digital Marketing, Mass Media, Business Administration or any related degree

**Desirable:** Experience in banking, financial services, or regulated industries

### **Key Responsibilities:**

- Assist in implementation of the Bank's branding and communication strategy.
- Coordinate with external agencies (advertising, printing, digital vendors) as required.
- Manage the Bank's presence on social media platforms (Facebook, Instagram, LinkedIn, YouTube, etc.). Create and schedule content calendars for posts, stories, reels, and videos.
- Plan, execute, and monitor social media campaigns aligned with business objectives. Support publicity initiatives for new products, services, branches and events.
- Track and analyse media coverage (print, digital, social media) related to the Bank.
- Coordinate regular updates to the Bank's website including banners, content, product pages, notices, and disclosures. Ensure website content is accurate, compliant, current, and customer-friendly.
- Assist in planning and executing paid campaigns on Google, Facebook, Instagram, and other platforms.
- Monitor budgets, targeting, creatives, and performance metrics.
- Design and execute email marketing campaigns for customers and prospects. Manage mailing lists, templates, content, and scheduling.
- Execute WhatsApp campaigns in compliance with customer consent and data privacy norms.
- Ensure all marketing and communication activities comply with RBI, Registrar of Co-operative Societies, and Bank policies.
- Support the Operation, Planning & Budgeting department in MIS preparation, leadership presentations and proposal notes.
- Coordinate with internal departments (Business, Operations, IT, Compliance, HR) for campaigns event and communication needs.
- Perform any other activity assigned by senior management related to branding, visibility, and business growth

### **Skill Sets & Competencies**

- Technical & Functional Skills :
  - Knowledge of digital marketing tools and platforms.
  - Hands-on experience with:
    - Social media management tools
    - Google Analytics
    - Basic SEO and SEM concepts
    - Email marketing platforms
    - WhatsApp marketing tools
  - Graphic design skills using tools such as Canva, Adobe Photoshop, Illustrator, or similar.
  - Basic understanding of video editing and content creation.
  - Content writing and copywriting skills (English and local language preferred).

- Analytical & Reporting Skills
  - Ability to analyse data, interpret trends, and prepare MIS reports.
  - Understanding of campaign metrics, engagement analytics, and ROI measurement.
- Communication & Interpersonal Skills
  - Strong written and verbal communication skills.
  - Ability to interact with customers, vendors, media, and internal stakeholders professionally.
  - Customer-centric mindset with sensitivity to brand reputation.
- Behavioural & Personal Attributes
  - Creativity and attention to detail.
  - Strong organisational and time-management skills.
  - Ability to handle multiple tasks and meet deadlines.
  - Willingness to learn, adapt, and work in a fast-evolving digital environment.
  - High level of integrity and confidentiality.

### **Other Requirements**

- Willingness to work beyond regular hours during campaigns, events, or critical launches.
- Awareness of co-operative banking ethos and community-centric marketing.
- Familiarity with regulatory sensitivity in financial communications.

### **Age: Below 48 years**

### **Designation and Compensation:**

Designation and Compensation will be commensurate with qualifications & relevant experience.

Any of the above criteria may be relaxed in the case of deserving candidates, at the sole discretion of the Bank's Management.

Interested candidates are requested to email to [career@citizencreditbank.com](mailto:career@citizencreditbank.com) by January 31, 2026 with subject as "Application for the Post of **Assistant Manager/ Deputy Manager - Planning & Communication.**"