

<b>Job Description</b>	
<b>Position</b>	Senior Executive – Strategic Product Marketing
<b>Department</b>	Ecosystem Development
<b>Division</b>	Retail Payment Services (RPS)

### **SUMMARY OF RESPONSIBILITIES**

Build, manage and execute strategic initiatives and partnerships plans, in order to deliver the overall business objectives/targets for Retail Payment Services Division to position PayNet as trusted enabler of inclusive and collaborative financial ecosystems in empowering Malaysia's digital economy

### **KEY AREAS OF RESPONSIBILITIES**

#### **1. Product Marketing**

- Undertake and understand market needs, ePayments landscape statistic, market share and marketing trends, apply learnings to improve PayNet's product portfolio
- Collaborate with product development and marketing communications to develop product positioning and messaging that resonate with our target payees and payers
- Conceptualise, develop and execute products marketing plan, including marketing programs, key activities and budgets to support
- Contribute to creation of, and directly manage the production and management of a marketing programs in defined campaign tactics
- Write, edit and proofread copy for promotional materials within marketing programs
- Ensure that the organisation's brand and identity is adhered to in campaigns and in all communication channels
- Deliver regular reports of campaign results

#### **2. Partnerships Management**

- Foster and develop relationships with Participants, potential Participants, key payees, government agencies to accelerate ePayments adoption
- Good understanding of the product models/business processes and be able to address requirements of business partners
- Resolve any complaints promptly and professionally

#### **3. Project Management and Implementation**

- Ensure internal and inter-departmental resources are allocated for the project
- Ensure project deliverables e.g. documentations, implementation plan etc. are prepared/delivered in timely manner
- Coordinate and facilitate discussions between various internal and external parties in implementing the project deliverables
- Prepare user requirements on meeting the new/enhanced products and services goals
- Ensure the user requirements is accepted by the Management, Financial Institutions (FIs), non-FIs, Billers' business, operations and technical steering/ working committees and relevant authorities

- Manage project timeline using related project management tools i.e. MS Project, MS Excel in ensuring meeting the project implementation date
- Prepare related progress updates to Management, Steering/ Working Committees and relevant authorities

## **QUALIFICATIONS**

### **Minimum Qualifications**

- Degree/ Diploma in Banking, Finance, Business or its equivalent
- Post-graduate qualification will be an added advantage

### **Technical Qualifications**

- Strong computer literacy skills – Microsoft Word, Excel, PowerPoint, Visio, Project

### **Additional requirements.**

- Minimum of 3 years' experience in areas relating Electronic Banking, Retail Banking, Transactional (Wholesale) Banking or Card Services with good writing and analytics skills
- Strong team player qualities, aggressive and result oriented
- Strong communication, presentation and negotiation skills
- Strong ability to establish, develop, maintain good operational relationship and vendor management skills
- Experience in project management, media strategy and digital marketing