

Brand Manager

Founded in April 2018 and headquartered in Zug, AMINA Bank is a pioneer in the financial industry providing a seamless, secure and easy-to-use bridge between digital and traditional assets. As a smart bank AMINA Bank offers a fully universal suite of regulated banking services in the emerging digital economy. In August 2019, AMINA Bank received a Swiss banking and securities dealer license – the first time a reputed, regulatory authority such as FINMA has granted a licence to a financial services provider with a core capability in digital assets. The broad, vertically integrated spectrum of services combined with the highest security standards, make AMINA Bank's value proposition unique. CVVC Global Report and CB Insights names AMINA Bank as Top 50 Companies within the blockchain ecosystem.

We are bringing a new financial services paradigm to the blockchain and finance economy. In scope of our growth plans, we are looking for a **Brand Manager**.

The Brand Manager is responsible for maintaining and evolving AMINA's brand identity and ensuring consistency across all marketing channels and touchpoints. This role involves overseeing AMINA's brand positioning, messaging, and visual guidelines, as well as managing campaigns that enhance brand perception and equity. The Brand Manager will work closely with cross-functional teams to ensure the brand remains cohesive, relevant, and aligned with the company's overall goals. The ideal candidate will have a blend of creative and analytical skills, ensuring the brand remains competitive and resonates with our key target audiences.

In this function, you will be responsible for the following:

- **Brand Strategy & Positioning:** Develop and implement AMINA's brand positioning to align with business goals and resonate with target audiences.
- **Brand Guidelines & Consistency:** Enforce brand guidelines to ensure consistent visual and messaging quality across all channels. Update as needed.
- **Campaign Management:** Lead brand-driven campaigns and coordinate with PR, social, and product teams to ensure integrated, compliant messaging.
- **Market Research:** Conduct research to understand AMINA's market position and gather insights for refined brand strategies.
- **Cross-Functional Collaboration:** Work with sales, product, and legal teams for consistent brand messaging that supports marketing goals.
- **Brand Monitoring:** Track brand equity and campaign KPIs, conducting regular assessments to refine strategies.
- **Innovation & Evolution:** Identify opportunities to evolve AMINA's brand to stay relevant and competitive, leading rebranding as needed.

For you to become part of AMINA's journey, we require the following set of experience:

- 5-8 years of experience in brand management or marketing, with a strong track record of managing brand strategy, positioning, and campaigns.
- Proven experience in developing and implementing successful brand strategies that resonate with target audiences and drive business growth.
- A balance of creativity and analytical thinking, with the ability to generate impactful brand campaigns and measure their success through data.
- Strong project management skills to handle multiple branding initiatives simultaneously, including working with cross-functional teams and external agencies.
- Experience in conducting and analyzing market research and consumer insights to inform brand strategy and positioning.
- Strong interpersonal skills to collaborate with internal teams and external partners, with the ability to lead brand initiatives from concept to execution.

- Ability to proactively identify opportunities for brand innovation and evolve the brand's positioning to stay competitive in a changing market

Join our skilled team and together redefine finance.

We owe our exponential growth to our innovative and collaborate team spirit and talented workforce. Every voice counts as we are always committed to learning from diverse perspectives and backgrounds because our people make the difference at AMINA Bank. **Regardless of your age, gender, belief, and background, at AMINA EVERYONE (E) is welcome!**

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Additional information

Location	London
Position type	Full-time employee
Start of work	Nov 7, 2024

Responsible

Adhishtha Parmar