

# Business Outreach Partner

## Business Development

Danske Bank

**Reference** 00234 Please quote this reference on all correspondence

**Location** Donegall Square West, Belfast

### **Are you interested in helping Danske Bank create and implement partnership and sponsorship programmes to drive customer experience?**

We are recruiting a full time, permanent Business Outreach Partner to join our Business Development Team.

#### **Role Description**

The Business Outreach Partner will manage the development and implementation of strategies to market and communicate the Danske Bank business brand through customer engagement activities, partnerships and events, in order to support successful achievement of the bank's CX & financial objectives.

#### **Typical Responsibilities**

The job holder's main responsibilities will be to:

- Design and lead the bank's business event strategy, activation budget and activity calendar to support the overall delivery of the business strategy
- Develop and maximise customer engagement through all business partnerships, sponsorships, events and their associated content/material
- Develop and implement specific marketing activities associated with the business event strategy
- Evaluate and act upon findings for all event activities providing stakeholders with advice, guidance and recommendation to enhance performance with regard to events and sponsorships
- Work collaboratively/ supportively with colleagues/peers in Communications, Business Development, Marketing, Business and Corporate Banking to ensure effective coordination of efforts and maximisation of opportunities
- Plan and activate all sponsorships to ensure assets are optimised to aid delivery of the business strategy
- Take responsibility for ensuring that the propositions and associated activities are compliant and meet regulatory requirements thereby ensuring fair treatment of all customers
- Support and implement Group/bank policies

#### **Candidates should be able to demonstrate the following:**

##### **Qualifications & Experience**

###### *Essential:*

- 3rd level qualification
- 2 years + experience of managing and activating sponsorships and events

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### *Preferred:*

- Practical experience of developing and executing marketing activities
- Experience working in financial services
- Budget management experience
- Project management experience

### **Key Competencies**

#### *Essential:*

- Ability to work on own initiative
- Customer empathy alongside business acumen
- Relationship management and ability to sell recommendations to stakeholders
- Capacity to generate original and creative ideas
- Attention to detail

**Please ensure that all relevant details are included on the CV as only information provided will be used in the selection process**

**A 6-month probationary period applies in this role.**

### **Salary Range**

G6: £27,700- £43,276

### **Benefits**

- Support for further education on our Danske Bank Professional Education Pathway
- Membership of the Danske Bank Employee Pension Plan - The Bank will contribute up to 10% of your salary
- Funded healthcare plan
- 27 days holiday allowance plus bank holiday
- Discounts on Danske Bank UK financial products
- Perks - a benefits programme that entitles employees to over 1000 special offers and discounts on retail goods and services
- The Employee Assistance Programme - provides employees and their families with 24/7 support on a wide range of personal and work related issues, through a confidential telephone helpline

**Relocation is not available.**

**Closing date for applications - 12 Midnight on Wednesday 25<sup>th</sup> July**

Should you need to contact us, please do so by email to [lauren.glencross@danskebank.co.uk](mailto:lauren.glencross@danskebank.co.uk) ensuring that you quote the vacancy reference number and vacancy title in the subject line.

If you have a disability, which means you require assistance during any stage of the application process, please call HR Services on 028 9004 8500.

Danske Bank is committed to providing equality of opportunity for all.