

Deutsche Bank Wealth Management Job Description

Job Title	Product Marketing – APAC Specialist
Corporate Title Range	AVP
Department	Global Product Marketing

Job Summary

Deutsche Bank Wealth Management is seeking to fill its new position: Product Marketing – APAC Specialist. The role is based in Mumbai and will support teams based in Singapore and Hong Kong, top growth markets for Wealth Management. We are seeking to recruit an enthusiastic, career-minded individual possessing a strong work ethic and a passion for marketing.

We are looking for someone who can implement our global product marketing activities locally in the APAC region (Asia Pacific, essentially Singapore and Hong Kong) working closely with local client and product specialists, known as the Offering Management Team. The ideal candidate will have worked in either wealth management, private banking, fund management or for a financial news publisher and have knowledge of how to market funds (mutual funds, private equity funds, hedge funds), capital markets products and / or structured products. The candidate will need to be able to oversee multiple projects simultaneously, work successfully on virtual teams, navigate compliance requirements, and help design campaigns across a variety of marketing channels while balancing this with daily administration tasks.

For this role, you should understand the full marketing mix, be able to author compelling copy in English and ideally in Traditional or Simplified Chinese too, have an editorial eye for both design and content and be able to make updates to web pages. You will need to be hands-on with Adobe InDesign, DotCMS and Powerpoint. You should be a creative thinker with a flair for presenting concepts and selling points. You will need to be proactive in ensuring that information related to our products is accurate, and take care to follow our internal approval processes on promotions and adhering to regulatory standards. You will be wholly responsible for maintaining our local sales intranet and keeping it up to date with all our relevant product information.

This is a fun and important role in a truly global organization with visibility across all levels within Wealth Management. It is ideally suited for someone looking to combine creative and technical interests with a natural attention to detail. The job and is a great learning platform for anyone seeking knowledge of the wealth management offering, or is just keen to understand how product marketing operates within the financial services sector.

Primary Responsibilities

- Oversee and maintain the APAC version of our internal product site developed for the sales team. The site is built in DotCMS and the support team is also based in Mumbai, India.
- Work closely with the APAC Offering Management team to design and create product literature and promotions for APAC, collaborating as needed with colleagues across the globe in Product Marketing.
- Produce, update and distribute product materials in Powerpoint, Adobe and Outlook.
- Proofread, revise copy and/or write in English, Traditional Chinese and Simplified Chinese on a wide range of subject matters, in a variety of formats. A combination of strong writing and willingness to learn investment product knowledge is required to do the job effectively.
- Manage daily administrative tasks to ensure the execution and implementation of materials runs smoothly. Review existing processes for effectiveness and devise new processes or streamline as needed. Participate in writing key operating procedures. Maintain organized records of compliance

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approvals, past campaigns and marketing metrics. Assist in maintaining a sharepoint site to keep track of the marketing library and pipeline.

Primary Working Relationships

- Global Product Marketing Team: comprised of various marketing professionals located around the globe (USA, UK, Italy, Mumbai, etc).
- Offering Management Team in APAC: market specialists who determine our relevant product set and align it with our market view and sales objectives.
- Regulatory supervisors and compliance teams
- All levels of client-facing professionals and product teams
- The ability to work collaboratively and develop meaningful relationships is critical to the success of this role. Much of the relationship building will be done virtually via phone, email or video conferencing.

Job Requirements

Key skills and experience

- Classic marketing skills and know-how.
- Ability to create aesthetically pleasing marketing materials.
- Clear and effective writer with good communication skills.
- Strong organization and project management skills with attention to detail.
- Can do attitude who can pitch in where needed and understands the importance of being part of a team to get the job done.
- Excellence in Powerpoint and Outlook Email; familiarity in working with internet content management systems like Adobe AEM or Dot CMS; proficient in Adobe professional.
- Knowledge of financial services products, particularly funds, is helpful. Experience working in mutual funds or wealth management is desirable.
- Chinese language skills a strong plus.

Education

- Bachelor's degree with focus on marketing, business administration, finance or economics.

About Deutsche Bank Wealth Management

Deutsche Bank Wealth Management serves as a trusted partner to wealthy individuals, entrepreneurs, family offices and foundations around the world. With practices in the Americas, Europe and Emerging Markets, we are one of the largest wealth managers globally, with nearly \$400 billion in assets under management. As a full-service wealth management firm, we offer our clients a comprehensive suite of private banking solutions, including access to the broader financial offering of Deutsche Bank. At deutschewealth.com you can learn more about our capabilities