

Remote Sales and Marketing Associate (Banking & Financial Products)

Job Summary

We are seeking a dynamic, highly motivated **Sales and Marketing Associate** with a strong background in **banking and financial services** to drive client acquisition and promote a growing portfolio of digital financial products. The ideal candidate will combine solid experience in banking products with a passion for innovation in digital finance, executing strategic sales and marketing initiatives to expand our client base and elevate brand presence.

Key Responsibilities

Sales Responsibilities

- **Client Acquisition:** Identify, prospect, and onboard new clients, including retail customers, SMEs, corporate clients, and financial institutions.
- **Sales Strategy Development:** Develop and implement effective sales strategies tailored to the banking and financial services landscape to achieve and surpass revenue targets.
- **Relationship Management:** Cultivate and maintain long-term relationships with clients by offering exceptional service, needs-based selling, and regular engagement.
- **Product Expertise:** Maintain in-depth knowledge of banking, financial, and digital asset products, delivering clear, client-centered value propositions.
- **Sales Reporting and Analysis:** Monitor and report on

sales activities and market feedback, using insights to optimize strategies and drive revenue growth.

Marketing Responsibilities

- **Campaign Execution:** Design and manage targeted marketing campaigns across digital platforms (social media, email, content marketing) to enhance brand visibility and product adoption.
- **Content Development:** Collaborate with the marketing team to develop compelling content, including newsletters, thought leadership articles, client success stories, and promotional materials.
- **Community Engagement:** Engage with financial communities, industry forums, and professional associations to strengthen brand credibility and build client trust.
- **Strategic Partnerships:** Build alliances with industry influencers, financial advisors, and key stakeholders to amplify market reach.
- **Data-Driven Marketing:** Leverage marketing analytics to measure campaign effectiveness and continuously refine marketing strategies for optimal ROI.

Qualifications and Requirements

Education & Experience

- Bachelor's degree in Marketing, Business Administration, Finance, or a related field.
- Minimum of **2-3 years' experience** in sales and marketing roles within **banking, fintech, asset management, or financial services sectors**.
- Demonstrated success in meeting or exceeding sales targets, preferably in financial product sales (e.g., savings, loans, investments, insurance).

Core Skills

- Strong knowledge of banking products, financial services, and digital financial technologies.
- Excellent communication, negotiation, and relationship management skills.
- Proficiency with digital marketing platforms and CRM tools (Google Analytics, Salesforce, HubSpot, etc.).
- Ability to work independently, manage multiple priorities, and thrive in a fast-paced, results-driven environment.

Key Attributes

- Proactive, self-motivated, and goal-oriented.
- Strong analytical thinking and problem-solving skills.
- Passionate about financial innovation and digital transformation in the banking sector.

Preferred Qualifications

- Experience with affiliate marketing or referral programs in financial services.
- Familiarity with compliance and regulatory requirements related to financial products and services.
- Knowledge of SEO, SEM, and content marketing strategies within financial markets.

What We Offer

- Competitive salary and performance-based incentives.
- Opportunities for career advancement in the growing digital financial services space.
- Flexible working arrangements with remote work options.
- Access to professional development resources and cutting-edge sales and marketing tools.
- A supportive, innovative, and collaborative team

environment.

How to Apply

Interested candidates should submit their resume and a cover letter outlining their relevant banking and financial services experience to **hr@globalclique.net** with the subject line:

“Remote Sales and Marketing Associate (Banking & Financial Products)”