

## Banking Solution Marketing Leader

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Company: Oracle

Location: Spain

Category: other-general

The future of financial services is unfolding. Are you curious, motivated, and future-focused? Oracle Financial Services is building the dream team and looking for a banking solution and content marketing leader to join Oracle's SaaS banking practice.

The successful candidate will join a dynamic and collaborative team passionate about technology and its impact on the industry. Our team is responsible for defining and building global marketing strategies, messaging, and go-to-market campaigns that bring the value of Oracle in the financial services industry to life. We serve banks of all sizes – from the best-known institutions and fintechs to domestic banks worldwide.

Working closely with teams across Oracle, including sales, consulting, product development, business development, marketing, and partners, the ideal candidate will support market growth and strategic direction for designated markets and segments by:

Be the designer; analyze market data to identify trends/opportunities and formulate strategic direction from customer insights, analysts, and market information

Be the conductor; across product, sales, and system architects to define industry solutions and the value that they bring to clients

Be the author; create the messaging and content to fuel the go-to-market activities by field marketing and sales colleagues around the world

Be the voice; represent Oracle with industry advisory boards, industry associations, industry events, and customer groups

Be the builder; create the marketing plan for banking and build consensus across stakeholders

**Responsibilities include:**

Conduct industry strategic analysis, development, and orchestration, including the development of TAM, SAM, SOM, business cases, and competitive analysis

Create and maintain the annual industry segment campaign plan

Develop and socialize the industry narrative, messaging, and value propositions

Deliver compelling marketing strategies that instantiate Oracle's market value

Create voice of the customer assets such as customer videos, references, use cases, and jointly developed marketing tactics and speaking opportunities

Develop a strong partnership with sales and presales to support sales enablement, campaigns, and pipeline generation

Collaborate with industry field marketing to execute industry solution-specific tactics

Drive partner co-marketing for related industry solutions

**Standard Qualifications:**

Broad knowledge of the banking industry

Experience in a leadership role in either solution development, banking technology sales, or consulting

Track record of developing compelling industry narratives and securing endorsement and commitment across all stakeholders

Ability to develop consultative and trusted advisor relationships with key stakeholders and customers

Ability to leverage business acumen to develop a compelling business case and value proposition

Executive communication skills – ability to effectively communicate with all parties, including customer executives, internal cross-functional teams, and partners

Track record of effective collaboration across functions, customers, and executive stakeholders

10+ years of experience specializing in technology, consulting, marketing, or product management in the industry or as a supplier to the industry

Knowledge of banking processes and solutions

Strong verbal, written, and presentation skills

**Preferred Qualifications:**

Strong understanding of banking industry solutions, including core banking, digital banking, payments, corporate treasury, credit, and trade finance.

Experience with Cloud, Blockchain, or AI/ML industry solutions

BA/BS degree or higher preferred, or equivalent combination of education, training, and professional experience

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