

# Digital Banking Analyst Program

Turn to Key for a rewarding career opportunity.

**Our Digital Team acts as a strategic partner across Key's Community Bank** to provide digital solutions to help our clients reimagine and transform their financial experiences. We are innovative, creative and dedicated to enhancing the client experience in all we do. Changing the way we think and work here at Key.

## About the program

Analysts will work closely with digital product managers, designers, marketers, strategists, and developers to manage, develop and launch digital products, services and experiences. They will take part in making Key indispensable in our client's daily lives by reimagining and transforming everyday experiences to fuel relationship growth and strengthen the financial wellness of our clients. We are looking for associates to work at the intersection of business, technology, and design; client-centric change agents who have a knack for rallying teams together and working differently to shape the future.

Essential job functions include developing and executing on product strategy, collaborating with a cross-functional team of engineering, design, product marketing, and research to build amazing products, designing and prototyping remarkable experiences for our clients, and using analytics to deliver insights and shape and inform product decisions.

You will experience three 6-month rotations in any of the following areas:

- Digital Product Management
- Digital Design/ UX Experience
- Digital Acquisition/ Portfolio Management
- Digital Marketing
- Digital Technology

## What does the program offer?

- 10-week foundational training in digital product management, digital strategy, digital marketing, digital technology, user experience and design and analytics and performance management
- Placement, upon successful completion of the program, based on business needs, demonstrated skill, your interests, and performance during the program
- Executive Speaker Series
- Working to help launch digital products and bring new functionality to our clients
- Identifying ways to improve the adoption, engagement, and satisfaction with our digital product offerings using analytics, voice-of-customer and benchmarking
- Exposure to digital delivery methods and models (e.g., Agile and user-centered design)
- Hands-on experience
- Robust feedback and performance management
- Mentorships
- Meaningful exposure to and engagement with senior leadership
- Community involvement
- Problem Solving
- Team-building

Continued on page 2.

## How to apply:

**go** to [key.com/careers](https://key.com/careers)

**select** Campus



## About KeyBank

Cleveland-based KeyCorp (NYSE: KEY) is one of the nation's largest bank-based financial service companies, with assets of approximately \$135 billion.\* Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally.

## Why KeyBank?

It's not just the company you work for that defines a great career. It's also the people you work with and the values they share.

**Our culture.** One of inclusion that values the unique talents, skills, and experience that diversity provides.

**Our community.** We have a strong sense of community. We are focused on helping clients and communities thrive.

**Your opportunity.** For personal growth, to do work that matters, and work in a place where our results are rewarded.

# Digital Banking Analyst Program

Turn to Key for a rewarding career opportunity.

## What are we looking for?

- Bachelor's degree in Business, Marketing, Social Science, Engineering/Information Technology, Design, Digital Media or related coursework
- Minimum 3.3 GPA (preferred)
- Strong analytical skills with a proven ability to turn data into actionable insights
- Strong verbal and written communication skills; comfortable handling input from others and presenting to stakeholders and partners
- Passionate about building functional and engaging user experiences
- Exceptional interpersonal and relationship-building skills
- A strong understanding of trends in consumer technology, user interfaces, software, platform, and hardware
- An understanding of user-centered design and user experience/interaction, across digital platforms and devices
- Ability to manage and prioritize multiple projects simultaneously
- A high level of intellectual curiosity and comfort with ambiguity
- Software development experience preferred

## How to apply:

**go** to [key.com/careers](https://key.com/careers)

**select** Campus



\*As of June 30, 2017.

KeyCorp is an Equal Opportunity and Affirmative Action Employer committed to engaging a diverse workforce and sustaining an inclusive culture. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

Key.com is a federally registered service mark of KeyCorp. ©2017 KeyCorp. **KeyBank is Member FDIC.** 170914-291682