

JAMII BORA BANK

JOB DESCRIPTION

Job Title: Marketing Manager	Reports To: Head of Business Development
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Core Value Behaviors



JOB PURPOSE

The Marketing Manager will be the main driver for the marketing, Public Relations and communication strategy and will contribute to the bank strategy to "grow market share by building our reputation as an efficient, innovative and customer centric enterprise bank"

KEY RESPONSIBILITIES

- Develop and execute the banks branding strategy to ensure clear and visible standard brand application, signage, merchandising, stationery across the network
- Develop and implement events Management strategy including management of bank events such as Press conferences, product & branch launches, media briefs both externally & internally
- Development and execution of the banks social media and website strategy to ensure development of an up-to-date and informative website & social media platforms; development & execution of the social media strategy

MAIN ACTIVITIES

- Embed strategic marketing by implementing digital marketing, events, campaigns and brand awareness by focusing on how to develop competitive advantage into the changing marketplace and leveraging on the banks distinctive capabilities to drive value
- Design and implement the Jamii Bora Bank brand strategy
- Enhance creation by creating, communicating, delivering, and offering solutions that have value for customers, shareholders and partners
- Build the Jamii Bora Brand to ensure that the bank is top of mind as an enterprise bank
- Develop the go to market strategy for new and existing products and develop and execute above the line and below the line brand and product awareness strategies
- Set up, maintain and develop processes necessary to support all activities in the area of Marketing, Communications and Public Relations and regularly
- Create marketing/public relations strategy that will allow JBB leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key stakeholders, including corporate and government partners
- Develop all elements of JBB's social business, designing and driving JBB social media strategy and tactics
- Oversee development of all JBB's print communications including the annual report, marketing collateral materials and electronic communications including JBB's website and new media
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding JBB programs, special events, public announcements, and other projects
- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events
- Design and create product/service awareness material to ensure availability of product fliers & posters and adoption of cost effective platforms such as website, social media
- Development and execution of the banks social media and website strategy to ensure development of an up-to-date and informative website & social media platforms; development & execution of the social media strategy
- Develop and implement internal and external communications strategy, including design and content management for internal e-newsletter (Jamii Yetu), development of Press Releases, customer email bursts, bulk SMS content, posters and fliers
- Develop Corporate Social Responsibility policy and oversee the implementation through the CSR board
- To perform any other duty as assigned to them in line with the organization goals and objective

QUALIFICATION AND EXPERIENCE REQUIREMENTS

- University degree- Upper second class Honors or 3.0 GPA.
- Relevant professional qualification – Chartered Institute of Marketing (CIM) is an added advantage
- Demonstrated experience and leadership in managing comprehensive strategic marketing and communications, media relations, and marketing programs
- Minimum five years experience in a middle to senior management role either in-house or with an agency