



Position: Marketing Manager

Duty Station: Head office

Department: Head of Research and Business Development

JOB SUMMARY

Marketing Manager, his/her role will be to develop and implement effective marketing and public relations strategies, to promote the bank's products and services, enhance its brand image, and attract new customers. She/he will be responsible for managing the bank's marketing campaigns, building strong relationships with key stakeholders, and ensuring consistent communication across various channels inside FINCA TZ.

ESSENTIAL DUTIES

- Develop comprehensive marketing strategies and plans aligned with the bank's goals and objectives.
- Maintain and enhance the bank's brand image and reputation. Ensure consistent branding across all communication channels, including print, digital, and social media.
- Plan and execute advertising campaigns to increase brand visibility and attract new customers.
- Manage relationships with advertising agencies and vendors, negotiate contracts, and oversee the production of marketing collateral.
- Monitor key performance metrics, analyze data, and make data-driven decisions to optimize campaigns.
- Monitor market trends; research consumer markets to competitors, activities to identify opportunities and key issues.

- Implement and develop reports on qualitative and quantitative surveys and data analysis.
- Implement and promote corporate social responsibility (CSR) projects that align with FINCA's mission and support institutional objectives.
- Develop and implement digital marketing strategies, including website management and social media marketing.
- Develop and maintain relationships with media outlets, journalists, influencers, Create press releases, media kits, other PR materials, manage the marketing and PR budget.
- Track expenses and analyze Return on Investment (ROI).
- Prepare regular reports on marketing activities, campaign performance, market trends and Present findings and recommendations to senior management.
- Manage FINCA events and coordinate bank-sponsored events, conferences, and community outreach programs.
- Build and maintain relationships with key stakeholders, such as government agencies, community organizations, and industry associations.
- Collaborate with internal teams including sales, operations, and product development, to align marketing efforts with business objectives.
- Ensure that FINCA's strategy, management messages and key global initiatives are communicated throughout the bank.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or a related field. A Master's degree is a plus.
- Knowledge of Media Channels and Marketing Strategy, including strong knowledge of marketing principles, brand management, and digital marketing strategies.
- Proven experience in marketing and public relations, preferably in the banking or financial services industry at least 3 years.
- Experience in market research
- Experience in client and partners relationships.
- Proficiency in using marketing tools and software.

Apply: Send your CV not later than September 19, 2023 to
TZ_Recruitment@finca.co.tz

#Only shortlisted candidates will be contacted