



We are Hiring

Marketing Business Partner

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REGARDING THE VACANCY



letshego.com



Job Title: Marketing Business Partner
Reports To: Business Manager

Purpose of the Job:

The role is responsible for implementing and executing strategic marketing plans to attract potential customers and retain existing ones at the country level.

Key Accountabilities:

- Ensures promotion of alternative Channels in the local market, e.g. Agency Banking, Cards, USSD, Internet Banking, Mobile Banking Portfolio
- Develops the marketing strategy in line with country objectives.
- Co-ordinates marketing campaigns and sales activities.
- Oversees the country's marketing budget.
- Creates all marketing material in line with marketing plans for promotional campaigns
- Manages Letshego's brand and corporate identity at country level.
- Monitors marketing communication effectiveness
- Drives the implementation of new product launch.
- Identifies potential strategic partner relationships with relevant stakeholders
- Working with our external marketing agencies to drive return on investment

Thinking Requirements and Working Complexity:

- Ability to develop and communicate well structured marketing proposals in country
- Market Research
- Ability to interact with management and optimize the business in country
- Outstanding organizational skills, excellent verbal and written communications.
- Strong interpersonal skills, ability to communicate and interact on behalf of country team
- Proactive and initiative-taking when completing tasks.

Knowledge and Experience Required of Job Holder:

- Bachelor's degree in Business Administration, Commerce, Marketing or Communications.
- A minimum of 5 years' successful experience in a marketing/sales function within the retail financial services or banking.
- Experience in working with and delivering results through various channels, including both face-to-face and electronic media interactions.
- Knowledge in Sales and Marketing
- Creativity experience in designing marketing plans and coordinate marketing budgets
- Ability to develop Brand strategy, advertising and promotion and digital marketing.

FOR SUBMISSION OF YOUR APPLICATION

Interested and qualified applicants are requested to submit their application attaching current CV and a cover letter explaining why they are the best fit for the position by or before **30th January 2024** through the email tz.human.resources@letshego.co.tz

Disclaimers: This advert is not an in-depth list of all duties and responsibilities associated with the position. Only short-listed candidates will be contacted.
