



## **1. SENIOR MANAGER – BRANCH SUPPORT & RECONCILIATION UNIT**

### **Department: Operations and Support**

#### **Summary of Responsibilities:**

- To provide leadership and guidance on all Branch Operations functions and ensure high quality of Branch operations delivered to Business. Design and implement processes that support expeditious, accurate and efficient service to all our customers, both internal and external as well as safeguarding the bank against fraud and operational losses. Provide Branch Operations Managers/ Officers with guidance on Branch Operations issues. Ensuring proper adherence to accounting schemes across users in the network in order to reduce reconciliation challenges. Ensuring there is proper maintenance of tariff and posting codes in CBS to reduces chances for leakages

#### **Scope of Duties:**

- Ensure error free and timely processing of all transactions related to operations
- Ensuring no leakages of bank's revenues by having daily, weekly and monthly review for all transactions done
- Review all key transactions on daily basis to ensure revenue is collected effectively
- Validate TISS/TT and related transactions when limits exceed branch or HQ users
- Ensuring all transactions booked are validated timely
- Perform cancellation and approve reversals
- Sharing status for revenues collected on daily, weekly and monthly basis (as guided by the framework)
- Advising management on areas that need to be strengthened to reduce income leakages.
- Review reconciliation of internal accounts as per internal account framework
- Ensure ATM reconciliations are done on daily basis
- Communicate various circulars related to operations management
- Ensure compliance to regulatory and bank policies and procedures.
- Provide training to various branch staffs for effective delivery of services and operational error minimisation

- Validation of high value and position 'C' transactions
- Review branch cash over and shortages on daily basis
- Central operations validations when need arises
- Engage in the preparation of procedures and policies
- Ensure Preparation of proof samples by branches is done timely
- Manage non individual accounts i.e. Corporate /SME/NGO etc. are compliant to KYC
- Manage Control queries for the unit
- Review and provide recommendations for all waivers before approval is granted
- Conducting post tariff implementation on CBS to ensure right fees are captured in the system
- Perform Any other job assigned by your direct Supervisor.

#### **Technical Know How:**

- Thorough knowledge of general banking operations (Branch and HQ operation)
- High level of creativity and innovativeness
- High level of integrity
- Clearing and general banking transactional knowledge
- Reconciliation skills
- Organisation and coordination skills
- Computer literacy
- Excellent customer service
- Team building /conflict management

#### **Professional skills & Experience:**

- A degree in Banking, Commerce, Business Administration, Social sciences, Finance, Accounting, Economics or any related course
- Excellent customer service
- Team building / Conflict management
- Communication (oral & written)
- Leadership, Coaching, Organization and coordination skills
- A minimum of 6 years' experience in a commercial bank of which at least 4 years should have been at branch or Operations section at a capacity of manager

Submission:

All the applicants should submit their application letter, CV and Certificates not later than **30th May 2024** to email: **hr@boatanzania.com**

OR

THE HUMAN RESOURCES DEPARTMENT  
BANK OF AFRICA – TANZANIA  
NDC DEVELOPMENT HOUSE  
OHIO / KIVUKONI STREET  
P.O Box 3054  
DAR ES SALAAM  
TANZANIA.

NOTE: We shall communicate to only successful candidates who will meet all the requirements above.

## **2. MARKETING EXECUTIVE – BRANDING, EVENTS & COMMUNICATION**

**Department: Commercial Department**

**Reports to: Head of Marketing and Communication**

### **Summary of Responsibilities:**

- Marketing Executive – Events, CSR & Communication / Digital is a dynamic role that integrates the planning and execution of events, corporate social responsibility (CSR) and Sustainability initiatives, communication strategies, and digital marketing efforts. This position requires a creative and strategic individual who can effectively manage diverse marketing functions to enhance the bank's brand and engage with various stakeholders.

### **Scope of Duties:**

- Branding & Marketing
  - Develop and implement comprehensive branding strategies to enhance the bank's brand equity and market presence.
  - Collaborate with internal teams and external agencies to create compelling brand campaigns.
  - Ensure consistent brand messaging and visual identity across all marketing channels and materials.
  - Develop and manage marketing campaigns, ensuring they are executed on time and within budget.
  - Conduct brand audits to assess the effectiveness of branding initiatives and identify areas for improvement.
  - Track and report on the effectiveness of marketing campaigns, making data-driven recommendations for improvement.
  - Analyse market trends, customer insights, and competitive activities to inform marketing strategies.
- Events Management & Corporate Social Responsibility (CSR) & Sustainability.
  - Plan, organise, and execute a variety of corporate events, including product launches, press conferences, client appreciation events, and community outreach programs.

- Coordinate all event logistics, including venue selection, vendor management, and promotional activities.
- Develop and implement event themes and concepts that align with the bank's brand and marketing objectives.
- Manage event budgets, ensuring cost-effective solutions and maximum return on investment.
- Measure and report on the success of events, collecting feedback for continuous improvement.
- Develop and implement CSR initiatives and Sustainability efforts that align with the bank's values and strategic goals.
- Build and maintain relationships with community organizations and partners to support CSR programs.
- Coordinate volunteer activities and employee engagement in CSR initiatives.
- Monitor and report on the impact of CSR and sustainability activities, ensuring transparency and accountability.
- Communicate CSR and sustainability efforts internally and externally, enhancing the bank's reputation and community presence.
- Communication & Digital Marketing
  - Develop and manage internal and external communication strategies to promote the bank's brand and initiatives.
  - Create and distribute press releases, newsletters, and other communication materials.
  - Ensure consistent messaging and branding across all communication channels.
  - Handle media relations, including responding to inquiries and coordinating interviews.
  - Collaborate with cross-functional teams to ensure unified and effective communication efforts.
  - Develop and execute digital marketing strategies to drive customer acquisition, engagement, and retention.
  - Manage the bank's digital presence, including the website, social media platforms, email marketing, and mobile app.
  - Create engaging and relevant content for digital channels, tailored to the target audience.
  - Optimize digital campaign performance, utilizing SEO, SEM, and other digital marketing techniques.
  - Monitor digital analytics to track campaign effectiveness, making data-driven adjustments as needed.
  - Stay current with digital marketing trends and technologies, continuously innovating to improve digital outreach.

**Technical Know How:**

- Ability to develop and implement branding strategies and maintain brand consistency.
- Ability to plan, execute, and oversee multiple projects simultaneously, ensuring deadlines are met and objectives achieved.
- Ability to craft clear, persuasive, and engaging messages for diverse audiences.
- Proficiency in analyzing data to measure performance, identify trends, and make informed decisions.
- Ability to generate innovative ideas and approaches for marketing initiatives.
- Excellent teamwork skills, with the ability to work effectively with cross-functional teams and external partners.
- Flexibility to adapt to changing priorities and market conditions.

**Professional skills & Experience:**

- An Advanced Diploma / Bachelor's degree in Marketing, Communications, Digital Marketing, or a related field.
- Experience in event management, CSR, corporate communications, and digital marketing.
- Proven track record of successfully managing multiple marketing projects and campaigns.
- Strong organizational skills and attention to detail.
- Excellent written and verbal communication abilities.
- Proficiency in digital marketing tools and platforms, including SEO, SEM, social media management, and analytics.
- Creative thinker with a strategic mindset and a focus on driving results.
- Banking and work experience will be an added advantage.
- Computer literacy and familiarity with standard office computer applications, Photoshop, or other media editing software will be an added advantage.

Submission:

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### **3. CHIEF DIGITAL OFFICER**

Department: ICT & CDO Department

**Reports to: Head of ICT & CDO**

#### **Summary of Responsibilities:**

- To accelerate technology function in meeting business goals, maximize the business value from information technology investments, and unleash overarching innovation for the Bank and customers. Drive growth by converting traditional "analog businesses to digital ones.

#### **Scope of Duties:**

- Formulate/develop digital strategies to drive the next generation of digital banking. Responsible for end-to-end strategy, design and implementation of the banks' digital roadmap.
- Lead/coordinate the implementation of key digital initiatives including digital projects
- Plan/implement digital projects to integrate lifestyle and banking appetite with artificial intelligence
- Design effective and efficient digital customer journey to ensure the delivery of excellent customer experience through various channels i.e. website/mobile app/web/chatbot as a result to deliver ambitious growth in digital traffic and usage
- Work closely with a wide range of stakeholders including product owners, technology, compliance and external vendors to construct and deliver quality services in digital channels.
- Conduct researches on the best and evolving market practice to define the most efficient and customer-friendly UI throughout the entire customer journey in all the digital channels
- Interpret digital journey and engagement effectiveness, and identify learning, insights and actions
- Ensure compliance to rules, policies, manuals, procedures, guidelines, regulations in all the innovations and deployments
- Ensure a proper risk management and adequate controls are implemented in all the digital platforms as well as the in-house software's developed
- Advocate and communicate the global digital vision and strategy to all stakeholders across the business and work; "The digital transformation champion"
- Articulate the value of "Digital" and integrate into the business operating model from the perspective of sales revenue, cost savings, and customer experiences
- Maintain an understanding of external competitive digital developments and their impact on business and innovation strategy;
- Lead the innovation projects and establish strategic partnership. Play a key role in building strategic alliance and business partners for new services innovation and enhancements.
- Lead the bank's innovation hub, Business Intelligence and Software development units
- Ensure reports and dashboards for management and departments are produce accurately and timely

- Manage the in-house software developments and MIS & Business Intelligence

**Technical Know How:**

- Thorough knowledge of banking products and services
- Strong knowledge of ICT infrastructure and tools
- Strong knowledge of Business Intelligence
- Sufficient knowledge and understanding of the market
- Risk management technique
- Banking techniques and operations
- Strong persuasion and communication skills;
- Good presentation and project management skills
- Excellent stakeholder management skills
- Creative approach, with the ability to anticipate challenges and develop innovative solutions

**Professional skills & Experience:**

- University degree in Business Administration, Computer Science, Information System or a related discipline
- At least 5 years' Industry experience in similar roles, preferably with a significant track record in managing digital channels
- Energetic and excited about web and mobile technologies and bring digital ideas to real life
- Strong business acumen and analytical ability, with self-initiation and drive to achieve excellence
- Be open-minded and self-motivated with good communication, interpersonal, problem solving skills and strong sense of responsibility
- Great sense of ownership and servicing mind-set to ensure efficient and effective customer service delivery

Submission:

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