

CAREER OPPORTUNITY AT EQUITY BANK

Equity Bank South Sudan is a wholly owned subsidiary of Equity Group Holdings Plc, which also has banking subsidiaries in Kenya, Rwanda, Uganda, Tanzania, and the DRC, and a commercial representative office in Ethiopia. It has other subsidiaries in investment banking, insurance, telecom, fintech and social impact investments. Equity Group is home to over 23.3 million customers. Currently, the Bank is seeking additional talent to serve in the role outlined below.

BRAND AND COMMUNICATIONS OFFICER

ROLE PROFILE

The Brand and Communications Officer will work with the Head of Customer Service to strengthen the Bank's brand through effective communication, consistent customer-focused messaging and the professional management of internal and external communications. The role ensures that all brand touchpoints reflect the Bank's service standards, vision, and values while supporting the Head of Customer Service in improving customer experience across all channels.

KEY JOB DESCRIPTION

- Execute the communications strategy, annual work plan, and track the marketing budget.
- Manage the Bank's editorial content and formal communications framework, ensuring that all communications are accurate.
- Communicate the organisation's strategy and core values across different channels and to various audiences. This includes developing and drafting key communications that support all activities and initiatives.
- Review and update communications policies and procedures, ensuring they respond to the institution's interests and that all potential risks are identified and mitigated.
- Monitor media houses and social media platforms content related to the organisation, ensuring that accurate messages aligned with its direction, values, projects and activities are shared with the media.
- Respond to requests for information regarding the organisation's activities or status.
- Manage special events such as sponsorships, product launches and other initiatives supported by the institution to gain public attention through earned media rather than direct advertising.
- Plan advertising and promotional campaigns for products and services across both digital and traditional media channels.
- Support the marketing team in overseeing departmental operations and creative processes.
- Coordinate the activities of specialists involved in the brand positioning of the products.
- Lead brand strategy, including the setting of style guides, brand guidelines, brand vision, and value propositions both the short and long term.
- Supervise branding activities across touchpoints.

- Collaborate with Group resources to deliver on Group campaigns and cross-functional projects.
- Oversee the execution of brand campaigns and ensure consistent branding across all touchpoints, including branches, ATMs, agency outlets, and digital platforms.
- Work with creative agencies and vendors to produce branded materials and campaign content.
- Monitor brand performance and make recommendations to strengthen the brand, Equity.
- Ensure all internal departments adhere to brand identity guidelines.

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree in Communications, Marketing, Public Relations or a related field.
- 2-4 years of experience in communications, marketing or Brand management.
- Experience in digital content creation and social media management is an added advantage.
- Excellent computer skills, especially in MS Word, Excel and PowerPoint.

TECHNICAL SKILLS

- Strong writing and editing skills.
- Knowledge of brand guidelines and visual communication.
- Understanding of digital communication channels.
- Ability to work under pressure and deliver within deadlines.
- Knowledge of customer service operations in a banking environment.
- Excellent communication and interpersonal skills.
- Attention to detail and high personal standards.

If you meet the above requirements, please send your application to the email: ssjobsinternal@equitybank.co.ke or deliver a hard copy to Equity South Sudan Head Office at Hai Cinema, Addis Ababa Road, Juba, addressed to The Head of Human Resource. Attach your application letter, a detailed curriculum vitae, copies of your academic & professional certificates and contact information for at least three referees, as well as a South Sudan address by **25th September 2026**.

Only shortlisted candidates will be contacted.

Equity Bank is an equal opportunity employer. We value the diversity of individuals, ideas, perspectives, insights and values, and what they bring to the workplace.

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Equity Bank South Sudan is regulated by the Bank of South Sudan.

