EQUITY

GENERAL:
Job Title: Digital Marketing Manager, Sales, Performance & Analytics Reports to: Head, Brand & Product Marketing Functional Level: Manager

JOB PURPOSE:

Responsible for leading the development and execution of digital marketing strategies that drive business growth through performance marketing, digital sales conversion, and data driven decision making. The role strengthens Equity Bank's digital footprint, optimizes customer acquisition and retention, and ensures measurable ROI across all online channels and business lines.

MAIN DUTIES & RESPONSIBILITIES

- Develop and implement an integrated digital marketing strategy aligned with business objectives and sales targets.
- Translate marketing and product plans into digital conversion journeys delivering all core business products and services across key segments.
- Manage paid media strategies (search, display, social, programmatic, affiliate) to maximize ROI.
- Execute and optimize lead generation and digital sales campaigns across all digital platforms.
- Monitor conversion funnels, identify drop off points, and implement improvements to drive activation.
- Work closely with Product, Sales, Branches, and the Commercial team to align digital traffic with physical conversions nationwide.
- Oversee SEO, SEM, and competitor monitoring to ensure Equity Bank maintains top digital visibility.
- Collaborate with digital content and creative teams to ensure consistent brand messaging.
- Lead agency relationships and evaluate tools for automation, analytics, and reporting.
- Supervise Digital Performance Officers ensuring strong execution, reporting, and performance insights.
- Manage the marketing budget effectively and track expenses to ensure cost effectiveness through out the year.
- Ensure all marketing activities are in compliant with the applicable policies, acts and laws of the country.
- Through the creative design resource, deliver attractive and compelling creatives and campaigns.
- From time to time are required to work on special projects under short notice.

KNOWLEDGE, SKILLS, QUALIFICATION AND EXPERIENCE

Knowledge

- Strong understanding of digital marketing and performance analytics.
- Knowledge of media buying, campaign optimization, and customer journey management.
- Good understanding of SEO, SEM, and social media marketing trends.
- Familiarity with analytics tools such as Google Analytics, Power BI, and Meta Insights.

Skills

- Strategic planning and execution skills.
- Excellent analytical, presentation, and reporting skills.
- Ability to lead cross-functional teams and agency relationships.
- Strong communication and stakeholder management skills.

Qualifications

- Holder of a University Degree or equivalent qualification in Economics, Business Administration, Finance, Marketing Statistics or Research.

Experience

- 4+ years' experience in digital performance marketing or digital sales, from banking sector.
- Proven experience managing multi-channel digital campaigns with measurable commercial impact.

If you believe you can clearly demonstrate your abilities to meet the criteria given above, please submit your job application cover letter along with a detailed resume, copies of the relevant certificates and testimonials in a single PDF file format, quoting the respective Job title or Ref no. in the subject field to **TZRecruitment@equitybank.co.tz** by **Wednesday 09th September 2026.**

Only short-listed 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.

By submitting your application, you consent to Equity Bank Tanzania Limited collecting and processing your personal data strictly for recruitment, selection, and, where applicable, employment purposes. Equity Bank Tanzania Limited will process your personal data in accordance with the Data Protection and Privacy Act, Cap 97, and its Data Privacy Policy. Your personal information will be treated with the highest level of confidentiality and will not be shared with unauthorized third parties, except where disclosure is required by law or regulatory obligation".