

GENERAL
<p><b>Job Title:</b> Senior Manager, Brand &amp; Product Marketing  <b>Department/ Division:</b> Marketing</p> <p><b>Number of Vacancies:</b> 1</p>
BASIC PURPOSE
<p>Responsible in shaping and executing the overall marketing strategy for Equity bank Tanzania. Drive the product marketing agenda through developing end to end go to market researched strategies and using marketing intelligence to promote the bank's products in the market ensuring relevancy and consistency, In line with bank's objectives to ensure income growth.</p> <p>Drive Equity's brand positioning in the market and ensure the Equity brand resonates with the consumer at every touch point.</p> <p>As the brand custodian maintaining and upholding the brand across all touchpoints.</p>
MAIN DUTIES & RESPONSIBILITIES
<ul style="list-style-type: none"> <li>▪ Plan and oversee the coordination of the bank's integrated go to market [GTM] strategies of its product and services across multiple channels [ATL &amp; BTL] including promotional activities for both external and internal.</li> <li>▪ Monitor product performance, drive improvements, and adjust marketing strategies to maximize success throughout the product's lifecycle.</li> <li>▪ Monitoring key marketing metrics and developing market segmentation models quarterly.</li> <li>▪ Ensure business and other support partners are thoroughly integrated and engaged to deliver the optimum results of all communications and gtm strategies.</li> <li>▪ Ensure all product marketing have robust measurement frameworks to inform strategic decision making.</li> <li>▪ Work with various cross functional teams, segments, products teams and customer support teams to ensure alignment and efficient execution of product marketing strategies.</li> <li>▪ Monitor competitor activities and market trends to identify opportunities and threats, adjusting marketing strategies accordingly.</li> <li>▪ Conduct customer and market research quarterly to understand market dynamics, preferences, and customer behaviour to inform marketing decisions and strategies.</li> <li>▪ Develop strong relationships with internal key stakeholders where relevant manage cross functional teams to deliver on strategy.</li> <li>▪ Plan and oversee the coordination of the bank's products/services launch campaigns both and internal as per the bank's marketing strategic plan.</li> <li>▪ Campaign management - Manage, monitor, and analyse, creating effective reports accordingly.</li> <li>▪ Oversee the planning of regional and local exhibitions and other special events with commercial nature to support sales and push product marketing.</li> <li>▪ Develop improved initiatives that support the products and services to the segmented markets building and enhancing the bank's brand image.</li> <li>▪ Oversee and ensure consistent implementation of all activities in relation to the brand image across all touch points.</li> <li>▪ Develop improved initiatives that support the products and services to the segmented markets building and enhancing the bank's brand image.</li> <li>▪ Ensure that the product/service maintains a consistent tone that is relevant to the business's brand and the audience, solidifying the brand identity by ensuring consistent, on-time and accurate development, delivery for each brand marketing campaign.</li> <li>▪ Innovate and propose new ways of attaining the highest brand recall possible for the the bank's brand in the market.</li> <li>▪ Own and drive of the development and messaging of the brand narrative.</li> </ul>

- Drive consumer-centric solutions using data and insight to build brand awareness, reach and trial with consumers.
- Oversee the execution of the PR and Corporate affairs strategic plan including stakeholder management and crisis communication management.
- Support bank's desire to be a desired bank and brand through looking for opportunities of advancement.
- 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 be required to work on special projects under short notice.

#### **KNOWLEDGE, SKILLS, QUALIFICATIONS & EXPERIENCE**

##### **Knowledge**

- Keen understanding on brand management and product marketing
- Strategic planning.
- Excellent customer service knowledge and ability to impart positive customer relations. Good listener, able to respond to results and consumer research and market trends.
- Excellent commercial / contextual understanding.
- Ability to take initiative and aptitude for quick learning.
- Strong attention to details and ability to work under tight deadlines.
- Excellent communication and organizational skills (both written and spoken) in English and Swahili.

##### **Skills**

- Excellent change management skills
- Excellent interpersonal skills
- Excellent Computer skills
- Strong networking and problem-solving skills

##### **Qualifications**

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

##### **Experience**

- 5 + years' experience in in a similar position

#### **To Apply:**

Please submit your application quoting the Job reference and title on the subject field to: [TZRecruitment@equitybank.co.tz](mailto:TZRecruitment@equitybank.co.tz)

**Application Deadline: Monday 3<sup>rd</sup> March, 2025.**