



Equity Bank is one of the region's leading banks whose purpose is to transform the lives, give dignity and expand opportunities for wealth creation for the people of Africa socially and economically by offering integrated financial services that socially and economically empower consumers, businesses and communities. With a strong footprint in Uganda, Kenya, Tanzania, Rwanda, Southern Sudan and DR Congo, Equity Bank is now home to more than 15 million customers, the largest customer base in the Eastern African Region. Currently the Bank is seeking additional talent to serve its customers:-

DIGITAL COMMUNICATIONS LEAD

Reports to: Manager Corporate Communications

Job Purpose

- Develop and implement a comprehensive social media strategy aligned with business and marketing goals.
- Oversee the creation, curation, and scheduling of engaging content across all social media platforms.
- Plan, execute, and optimize multi-channel digital campaigns including SEO, email marketing, social media advertising, and display advertising.
- Maintaining internal and external digital corporate communications platforms, working to make sure they are secure, accurate, and have the best possible user experience
- Provide oversight and editorial rigour for social, blog and other digital content to make sure it is engaging, effective and builds brand reputation
- Monitor digital marketing trends and apply insights to enhance campaign performance and return on investment.
- Implement innovative and scalable growth strategies tailored to online audiences.
- Manage geo-targeted and internet marketing initiatives to improve reach and relevance.



- Track and report on performance metrics for all digital campaigns and platforms.
- Collaborate with the Customer Experience (CEXP) team to monitor the Voice of the Customer and assess the impact of product offerings through digital channels.
- Innovate content formats and distribution tactics to increase engagement, reach, and value across platforms.
- Produce regular social media performance reports through data collection, analysis, and insights sharing.
- Supervise, assign, and evaluate activities of contracted social media influencers.
- Manage relationships with influencers, digital agencies, and other external vendors to ensure brand alignment and performance.
- Perform other duties and special assignments as delegated by the Marketing Manager.

Desired Knowledge, Skills & Abilities

- Bachelor's degree in marketing, Business, Communications, or a related field from a recognized institution.
- Additional certifications in digital marketing, SEO/SEM, or social media strategy are an added advantage.
- Minimum of 3 years of experience in a similar digital marketing role, preferably in banking, telecom, or other service-oriented sectors.
- Solid experience in B2C digital marketing; B2B experience is an added advantage.
- Strong expertise in social media management, analytics tools, and online engagement strategies.
- Excellent communication, writing, and presentation skills.
- Strong analytical and problem-solving abilities with a data-driven approach to decision-making.
- Ability to work independently, prioritize tasks, and thrive in a fast-paced, matrixed organization.



- Capable of influencing and aligning cross-functional teams and stakeholders at different organizational levels.
- Proven track record in digital strategy development and stakeholder management.

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 in the subject field to recruitment@equitybank.co.ug by [Sunday 13th April 2025](#).

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