

Exciting Career Opportunities

Designation:	Marketing Manager
Reporting Line:	Country Head of Marketing & Corporate Communications
Business Unit:	Marketing
Location:	Lusaka
Job Purpose	To work closely with in-country business units to develop, direct and implement Marketing and Communications plans and ensure a positive brand and corporate image to support the business to achieve its revenue and growth objectives
Key Outputs & Responsibilities	
Business Partnering	<ul style="list-style-type: none"> • Build professional working relationships with stakeholders across the business to understand their business objectives and marketing requirements • Develop marketing plans in line with Country Marketing and Communications strategy • Identify potential strategic partnerships / relationships to enhance the marketing strategy and improve business insight • Branch partnering to maintain look and feel and develop micro marketing plans
Research and Analytics (including Management of the CRM Database)	<ul style="list-style-type: none"> • Support Marketing Intelligence COE and Country Head of Marketing and Communications to conduct research to understand market trends and their impact • Participate in conducting economic and commercial research to identify potential markets for products and services
Digital Transformation	<ul style="list-style-type: none"> • Contemporary knowledge of digital tools, platforms and channels and a good understanding of technology management
Brand Management	<ul style="list-style-type: none"> • Work closely with agencies, suppliers, internal staff and media to create and manage the bank's brand and corporate identity for specific campaigns and in-country marketing initiatives
Advertising and Sponsorships	<ul style="list-style-type: none"> • Engage with relevant BU's and Country Head of Marketing and Communications to plan projects and campaigns analysing different elements of the marketing mix to successfully achieve project , sponsorship and campaign objectives
Experience & Qualifications	
<ul style="list-style-type: none"> • Grade 12 School Certificate with 5 credits including English and Mathematics • Relevant Marketing Honors Degree e.g. Degree in Business Administration and / or Marketing. An MBA and/or Digital Marketing Qualification is an added advantage • 4+ years' generalist marketing experience. Experience in a financial institution is an added advantage • Demonstrated experience in the use of Microsoft Office applications, including Word, Excel and PowerPoint. 	

Interested Applicants who meet the job requirements should email their CV's to e-mail address jobs-zm@bancabc.com. Please note that only shortlisted candidates will be contacted. **Clearly state the position you are applying for as the subject.**
Closing date: Thursday, 25th February, 2021

Reshaping African Banking