

GENERAL:
<p>Job Title: Marketing Specialist, Media & Advertising</p> <p>Department/ Division: Marketing</p> <p>Number of vacancies: 1</p>
BASIC PURPOSE:
<p>Support in the development, coordination and execution of the bank's media and advertising strategies pertaining to its products and services on ATL, BTL as well as Digital, In line with the bank's strategic objectives.</p> <p>Managing the appropriate media mix to ensure proper product and brand positioning.</p>
MAIN DUTIES & RESPONSIBILITIES
<ul style="list-style-type: none"> • Support in the planning and execution of the bank's go to market [GTM] strategies of it's product and services through effective advertising and use of appropriate media channels both traditional and digital [internally & externally] as per the bank's marketing strategic plan. • Collaborate with business and other supporting functions to make sure that campaigns are rolled out efficiently and effectively. • Work with procurement, finance and other departments so as to ensure smooth running of day-to-day media and advertising activities not limited to budgets, sourcing for suppliers and payments • Collaborate with the business teams to develop and execute sales activations, promotions and incentives. • Manage the bank's social media and it's accounts, Including the bank's (subsidiary) website in sharing content to group for upload. • Manage Equity TV, through creating and uploading content and ensuring branches comply to displaying the channel. • Oversee the timely rollout and execution of the bank's campaigns through traditional media channels and social media. • Generate, prepare and ensure posting as per the approved weekly content calendar, having a mix of organic and product oriented content. • Developing marketing strategies for digital content creation, such as creating email campaigns or social media posts, including website, email, SMS, digital screens, ATMs, APP, social media and display advertising campaigns • Ensure brand integrity is maintained across all Equity's products and services advertising and all internal and external communications. • Innovate and propose new ways of attaining the highest brand recall possible in our campaigns for the Equity brand at the branches and other points of sale. • Be in charge of devising lead generation plan that will improve our outreach and contribute to the growth of our business. • Reviewing product positioning and online marketing content to identify room for improvement. • Drive and optimise performance of bank's owned digital marketing channels. • Work closely with business to define and drive product and educational narratives online. • Manage the production of video content for social media. • Stay up-to-date on industry trends and identify new content opportunities for innovation and growth. • Monitoring the website and the bank's digital assets to ensure they are updated, current and relevant. • Understand and evaluate key technical and tactical trends in social media. • Investigate new influencer and partner opportunities and communicate findings with management. • Collaborate with Marketing team members to ensure that all digital content aligns with overarching brand message and maintains a consistent voice, tone and visual look and feel that is within Brand Guidelines. • Ensure that brand guideline is followed and adhered to in all communications and print outs.

KNOWLEDGE, SKILLS, QUALIFICATION AND EXPERIENCE**Knowledge**

- 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
- Interest with social media

Qualifications

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

Experience

- 3- 5 years' experience in in a similar position

To Apply:

Please submit your application quoting the Job title on the subject field

to: TZRecruitment@equitybank.co.tz

Application Deadline: 23rd June, 2025.