

# **Job Description**

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Job Title Job Location

Job level

Head of Department

Head of Marketing and Communication Dar es Salaam

Job Type **Full Time** 

Open to Expatriates

Only Open to Tanzanian Nationals

Category

Marketing, Community, Sustainability &

Responsibility (CSR)

Industry

Banking, Telecommunication

# **Minimum Requirements**

Min Budget **Max Budget** 

Secondary Industry

Telecommunication: 3 Years

**Primary Category** Marketing: 5 Years

Qualification

**Primary Industry** 

Banking: 5 Years

Secondary Category

Community, Sustainability & Responsibility (CSR): 5 Years

# Summary

Certificate

- The Head of Marketing & Communication has primarily responsibility for the planning, development and implementation of marketing strategies, plans and campaigns and overall responsibility for compliance to Bank identity and brand health monitoring.
- · Responsible in developing effective marketing strategies, exploring for new markets to build and manage the brand to meet strategic business objectives.
- · Maintain a positive and vibrant relationship with media houses in Tanzania and effective management of reputation risk and publicity.
- To position the Bank as a Corporate Citizen in community development in Tanzania ,so to create an overall positive impact on society and relevant stakeholders by investing in communities.

#### Responsibilities

- Developing Marketing and Communication strategies for the Bank in line with Bank objectives.
- Managing all Marketing and Communication initiatives for the Bank.
- Develop Marketing strategies to support business initiatives.
- · Overall responsibility for brand management and corporate identity
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising agencies
- · Planning and implementing promotional campaigns.
- Overall responsibility for brand management and corporate identity.
- Creation and publication of all marketing material in line with marketing plans.
- Analysing potential strategic partner relationships for Bank marketing.
- · Maintain effective internal communications to ensure that all relevant Bank functions are kept informed of marketing objectives.
- Crafting strategies for all marketing teams, including Digital, Advertising, Communications and Creativity.
- · Assist in developing and implementing a Strategy for CSR which will form part of the overall Strategy required to implement **CSR** Tanzania focus
- Serve as internal resource and external representative on CSR issues.
- Develop an accepted and long-term strategic plan/set of priorities for targeted communities
- · Planning, Developing and Implementing PR strategies

- Managing enquiries from media, individuals and other organisations
- · Researching, writing and distributing press releases to targeted media
- · Planning publicity strategies and campaigns
- · Organising events including press conferences, exhibitions, open days and press tours

#### **Education & Qualifications**

- Must possess a Bachelor's degree in Marketing or a related field.
- Computer literate: technical knowledge of related programmes and computer software.

# Requirements

- A minimum of 5 years' post-qualification experience, with at least 3 years in a managerial position.
- Demonstrated leadership skills with good command of oral and written knowledge of English.

#### **Characteristics**

- A structured approach to dealing with complex and variable work environments in an independent manner.
- · Ability to balance opposing business requirements.
- Ability to balance long term and short term requirements independently
- Strong evaluation, communication and reporting skills
- · Able to provide advice and cause/effect evaluation to support business decision making
- · Independent and logical thinker, yet an achiever and implementer
- · Leads by example
- Good at managing large volumes of information and can add value through management reporting
- · Builds relationships and networks easily

# **Reporting To**

Managing Director

# **Driving Licence**

Not Required

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