

Digital Marketing Officer at Equity Bank Kenya

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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Equity Bank Limited (The “Bank”) is incorporated, registered under the Kenyan Companies Act Cap and domiciled in Kenya. The address of the Bank’s registered office is 9th Floor, Equity Centre, P.O. Box – Nairobi. The Bank is licensed under the Kenya Banking Act (Chapter), and continues to offer retail banking, microfinance and related services. The Bank has subsidiaries in Kenya, Uganda, South Sudan, Rwanda and Tanzania. Its shares are listed on the Nairobi Securities Exchange and Uganda Securities Exchange. Equity Bank was founded as Equity Building Society (EBS) in October and was originally a provider of mortgage financing for the majority of customers who fell into the low income population. The society’s logo, a modest house with a brown roof, resonates with its target market and their determination to make small but steady gains toward a better life, seeking security and advancement of their dreams.

Key Overall Objective of the Position

The key overall objective of the Digital Officer is to achieve the EICS revenue and customer satisfaction goals by creating, managing and implementing sales strategy and operations.

Key Accountabilities

Website: Managing our CMS; optimising SEO; ensuring content is up to date; has a consistent tone of voice; user journey is clear, and performance of content is measured against clear KPI’s

Content: Writing engaging content for a variety of audiences that is consistent with brand guidelines. Keeping up to date and informed about all aspects of EICS

Social Media: Planning and coordinating a schedule of activity across Facebook, Twitter and YouTube and other platforms to expand our social media audience base

Advertising: Coordinating advertising, online advertising, regularly reviewing and amending keywords and ad groups to optimize performance. In addition to maintain our presence on third party sites, keeping all messaging current.

Email Marketing: Plan and manage a regular schedule of email marketing activity, growing our subscriber base and creating engaging, relevant content including testing to optimize results.

Print: To coordinate the printing and production of our magazine, leaflets, educational materials and some merchandise, including writing, editorial and proofing. Organizing occasional print adverts.

Brand Guidelines: To implement brand guidelines and ensure compliance in all areas of work.

Reporting: Monitor, report and analyze results to improve performance, using tools such as Google analytics and others, so that amendments and improvements can be made where appropriate

Other: Keeping up to date with the latest trends and best practices in online marketing and measurement. Undertaking any other duties commensurate with the accountabilities of the post.

Requirements

Qualification/Attainments

Educated to degree level in marketing or similar

2 year's work experience in digital marketing

Skills

Excellent organizational, interpersonal and communication skills.

Strong writing skills with ability to produce compelling copy

Proof reading and editorial skills with a good eye for detail

Strong analytical and ICT skills

Ability to work on multiple projects at the same time

Ability to work as part of a team and individually

Excellent time management and prioritization skills

Competence

Experience of managing and writing content for a website CMS

Google Analytics and SEO experience

Experience of managing social media campaigns

Experience of email, adwords and/or display advertising campaigns

Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate

Knowledge

Knowledge of marketing principles and brand management

Knowledge of effective social media techniques

Knowledge of web design and development

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