

## General Manager – Trade Marketing at Equity Bank Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

### 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

### Job Profile:

The role will be responsible for managing the Marketing Strategy of the business, this role will rigorously focus on developing the marketing strategy design and the brand building framework.

### Key Responsibilities:

Drive the development, activation, and delivery of the EBKL Marketing Strategy,

Provide tools and materials to enable the segment and channels to function effectively.

Developing and managing advertising campaigns; Ensure reports are developed to assist with evaluation of marketing campaign results, project status updates, competitive analysis, and business forecasts.

Spearhead the execution of marketing campaigns and storms, including test and control group segmentation, testing, tracking, results reporting, analyses, and recommendations.

Collaborate with business team to uncover insights for developing marketing and branding strategies for existing and new products.

Manage conception, development, and implementation of marketing plans and strategy, product concepts, and promotional programs to drive customer interest and sales.

Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary.

Identify and recommend competitive best practices; manage the creation of merchandising, promotions, and internal communications.

Market and Data Analysis – provide all supporting data to manage various products and lines of business. This includes the traditional collection of market data as well as the use of Big Data to understand the purchasing behavior of current and prospective customers.

Conduct surveys to gather information on customer opinion of rendered services and products.

Brand Management – Enhance the consumer lending platforms which includes strategic direction, marketing plans, promotions, advertising, sponsorships, design, employee communication, board presentations, and events, to differentiate our brand and connect to our customers.

## **Requirements**

### **Qualifications**

Master's in marketing or related field.

Bachelor's degree in Marketing or a related field

CIM qualification

Be a member of the Chartered Institute of Marketing

Post graduate education and/or professional certifications in a relevant domain would be an added advantage.

At least Ten years working experience in marketing, with 5 years in a senior management position.

Experience in the marketing and corporate affairs industry will be a plus.

**Key Technical Skills & Leadership Competencies:**

Excellent interpersonal, communication and negotiation skills

Excellent writing and presentation skills.

Excellent decision-making and leadership capabilities

Customer and Stake holder management skills

Entrepreneurial/Commercial mind-set

Excellent analytical, conceptual, and creative problem-solving skills.

Excellent listening, interpersonal, written, and oral communication skills.

Strong interpersonal and consultative skills.

Experience with digital marketing forms such as social media marketing and content marketing.

Leadership & Influence: Leads, guides, and motivates groups of people to deliver results; encourages risk taking, initiative, and responsibility; demonstrates the ability to effectively persuade others to listen, commit, and act on a new approach.

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