

PR and Advertising Officer at Equity Bank Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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.

Responsibilities

Researching, writing and distributing press releases to targeted media

Collating and analyzing media coverage

Writing and editing in-house magazines, supplements/advertorials, case studies, speeches, articles and financial reports

Devising and coordinating photo opportunities, organizing events including press conferences, investor briefings, AGMs, press tours and other forums

Coordinate sponsorships and promotional activities involving the Bank

Manage promotional items for the company

Maintaining and updating information on the organization's website and social media platforms

Offer support to the branches, departments and subsidiaries in regards to marketing, promotion and communication requirements

Interface with all Equity Bank teams and offices to optimize event and associated campaign's effectiveness.

Liaising with the retained Agency to follow up on execution of tasks

Ensure timely execution and production of key deliverables

Manage vendor contracts; exercise diligence in tracking expenses to meet expense/ budget goals

Liaise with service providers to ensure proper preparation and execution of events including brand visibility in such events through branding opportunities

Monitor vendor performance by ensuring alignment with market value for services rendered.

Requirements

University degree in Communications, PR, Journalism or business related field

Professional training in Marketing or Public Relations

Over 5 years' relevant experience in Public Relations, marketing or event management in a large media organization or in communication function in an established organization.

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