

Senior Digital Marketing Officer at Equity Bank Kenya

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

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.

The Position

The holder of this role will be part of a team that develops integrated digital marketing strategies. The duties of the role will include planning and managing digital marketing campaigns that promote the company’s brand, products, and services on digital and social media platforms.

Key Duties and responsibilities

Interface with Business and create digital campaigns and strategies that support product awareness, product uptake and acquisition.

Coordination of end-to-end execution of digital marketing campaigns and initiatives including

ideation, creation of collaterals, distribution of collaterals in various online media platforms and in multiple media formats

Develop, create, and manage engaging content that aligns with our brand strategy, and addresses the needs and interests of our multiple stakeholders.

Keep in line with new and emerging digital trends, marketing strategies and approaches to ensure the brand remains in touch with the online audience while delivering relevant and engaging content.

Measure and report performance of all digital marketing campaigns and assess against goals (KPIs and ROI) and share impact analysis reports

Coordinate with agency and digital media buy experts to improve marketing results.

Grow the brand's influence on the online space while also increasing brand loyalty and awareness.

Drive traffic and business growth through digital and social media platforms

Coordinate online lead generation activities & campaigns

Plan and execute all web, SEO, email marketing, social media and display campaigns

Drive organic growth of websites through SEO and pay per click campaigns and evaluate important metrics that affect our website traffic, service quotas, and target audience

Identify trends and insights, and optimize spend and performance based on the insights

Research on emerging online marketing including mobile, social media, and other digital channels

Coordinate the design, build and maintain our social media presence

Contribute to social media engagement and brand awareness campaigns

Creation and execution of email-based marketing campaigns

Prepare accurate reports on our marketing campaign's overall performance.

Requirements

Qualifications, Knowledge and Experience

Degree in communications, marketing or relevant field

3 years' experience in a similar role

In-depth knowledge of marketing on digital and social media platforms, best practices, and digital media planning.

Website analytics, data and sentiment analysis

Training and certification in digital marketing an added advantage

Qualities

Passion for brand building and creativity are very important attributes for this role

Ability to manage multiple projects in a fast-paced, deadline-driven environment

The candidate must have the discipline in execution and follow up of campaigns to achieve desired results

Strong skills in online marketing, branding, social media marketing and copy writing are essential for the role

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