

JOB TITLE:	HEAD, MARKETING AND CORPORATE COMMUNICATION	REFERENCE INDICATOR:	
DIVISION	MCC	DEPARTMENT/ UNIT:	MARKETING AND CORPORATE COMMUNICATION
JOB GRADE:		VERSION NO.:	
<p><u>JOB OBJECTIVE(S)</u></p> <ul style="list-style-type: none"> ▪ To drive a disciplined and integrated communications and reputational strategy for UBA Tanzania and position UBA as the leading and dominant financial services institution in the market ▪ Drive the execution of campaigns in the country 			
<p><u>DUTIES & RESPONSIBILITIES</u></p> <ul style="list-style-type: none"> ▪ Build and mobilize a high caliber team that can design and execute our marketing and communications plans, in accordance with our business goals. ▪ Responsible for brand integrity and compliance in all creative execution and communication initiatives within the country branches • Manage successful relations with key public and build goodwill with all key stakeholders – customers, media, public, investor community, shareholders, and regulators, etc within their regions. Also ensuring they build media relations and place newsworthy information in the media to positively position the corporation and its products and services ▪ Work with Business Units, Subsidiaries and Product Units to develop appropriate marketing and communications strategies and creative plans for both existing and new products/services for all country subsidiaries ▪ Ensure budgetary prudence and deliver all programs within approved budgets. ▪ Oversee the execution of the 'Culture Change' initiative to create a customer service delivery culture and provide training for all customer facing staff to ensure our service delivery is of the highest possible standard. ▪ Develop and implement a country strategy to position UBA as the bank of choice and Africa's Global Bank ▪ Manage cross functional work teams that includes outside agencies to implement plans for the execution of our communication/ advertising of the product/service • In conjunction with Product Owners/Business units, develop tracking and measurement methodologies for evaluating the effectiveness of our campaigns. ▪ Assist with ad-hoc communications projects as maybe determined by management from time-to-time 			

- Design and execute our marketing and communications plans, in accordance with our business goals.
 - Responsible for brand integrity and compliance in all creative execution and communication initiatives within the country branches
-
- Responsible for developing and implementing the Corporate Social Responsibility Strategy in line with Group policy.

KEY PERFORMANCE INDICATORS

- Output of process
- Number of deliverables vs. target
- Level of relationship management with public
- Quality of information and communication media in place

JOB REQUIREMENTS

Education

Minimum education level –First Degree, higher degrees/MBA/professional certifications

Experience

Minimum experience – 7 years relevant experience in ad agency, FMCG or financial services

KEY COMPETENCY REQUIREMENTS

Knowledge

- Knowledge of bank's products and services
- Wide knowledge of the communication industry and organization
- Knowledge in project management
- Awareness of financial services dynamics

Skill/Competencies

- Interpersonal skills
- Communication skills (oral and written)
- Problem solving
- Workload management
- Multi-tasking
- Relationship management
- Attention to detail
- Supervisory skills
- IT and computer appreciation