



### **JOB RE- ADVERTISED FOR MARKETING OFFICER (1)**

The Kush bank provides a full range of innovative quality conventional banking services with corporate mission of a strong and effective specialized bank.

The bank has three branches in South Sudan with H/Q office located in Juba. The bank has a strong culture of customer services. Customer satisfaction is the core of its business.

The bank is looking for a Marketing Officer that will oversees the bank's marketing campaigns both internally and externally and plays a key part in communicating the organization's marketing message.

#### **DUTIES:**

- Plan, develop and implement effective marketing communication campaigns.
- Create and develop new innovative ways to communicate the bank's message to its existing and potential customers.
- Prepare realistic plan and execution strategy for field cash payments, targeting NGOs, UN and private entities.
- Write marketing collateral, including brochures, letters, emails and websites.
- Understand and evaluate existing and potential customers' needs and adopt the bank's products and services to continuously satisfy and meet the expectations.
- Monitoring bank's investment and outcome of the marketing campaign initiatives and undertake ongoing and post analysis to ensure targets are met timely.
- Develop and implement internal marketing programs.
- Support and coordinate with marketing team in day to day marketing and sales activities.

#### **ESSENTIAL REQUIREMENTS OF THE POSITION**

- Degree in Marketing and Communication.
- Minimum 5 years' experience in marketing with bank or related fields
- Strong and confident communicator with skills in corporate marketing.
- Excellent writing skills and experience. Arabic language will be an added advantage
- Innovative with basic design skills.
- **Female candidates are highly encouraged to apply.**

If you have the required experience and qualification, please send your updated CV (maximum 2 pages) and your motivation letter (maximum one page) to [info@kushbankss.com](mailto:info@kushbankss.com) by October 2<sup>nd</sup>, 2017. Application will be reviewed as they are received and only selected candidates will be contacted. No application hand delivery is accepted.

