

JOB OPPORTUNITY

50-H-3

Job Title	Brand and Marketing officer
JOB FAMILY	Brand and Marketing Business Partnering
SBG Grade	TBC
Reports to	Chief Operating officer
Location	Juba
Purpose of the job	The role balances strategy execution and oversight with direct development and implementation of marketing activities, coordinating creative teams, and utilizing insights from analysis to drive bank solutions visibility, build client relationships and improve market position and impact.



ATTACHED

D. mm

13-08-2021

	Key Activities
1. Marketing Strategies formulation and execution	<ul style="list-style-type: none"> Working with the Senior Marketing Manager, the individual will define strategic marketing plans for South Sudan, in collaboration with respective stakeholders. Conceptualize and execute marketing initiatives that are aligned to strategic business drivers. Brief, oversee, develop and roll out marketing campaigns within portfolio across a variety of mediums while ensuring that activities consistently meet client expectations with a clear call to action. Access marketing initiatives performance to gauge whether they have achieved the intended level of client engagement and growth. Post event reporting and discussion with business units will be key. Coordinate daily activities related to portfolio, including budget, advertising and agency interaction Ensure that marketing activities are aligned to Group-wide guidelines.
2. Content Management	<ul style="list-style-type: none"> Ensure both internal and external content of portfolio is up to date and relevant to the target audience. Ensure content is in simple to understand and relatable to the target audience Content platforms in this case will include but shall not be limited to brochures, fact sheets, social media, intranet and bank website.
3. Stakeholder Engagement	<ul style="list-style-type: none"> Strategically work with business units to understand their respective strategies and support them in gaining or defending their respective market positioning Proactively maintain a close working relationship with business stakeholders to ensure their marketing and communication requirements are well understood and supported. Use of data to drive meaningful targeted communication to our existing clients Use and optimization of key sponsorship assets to drive brand visibility, thought leadership and lead opportunities Identify key partnerships or properties that can help drive business opportunities for the bank
4. Budget Management	<ul style="list-style-type: none"> Management, tracking and reporting of marketing budget within portfolio to ensuring tracking of all expenditure, spend within budget provision and supplier payments Quarterly budget review and follow up with finance to ensure at least 90% of all expenditure for the quarter is closed and paid.
5. Project Management	<ul style="list-style-type: none"> Define, develop, and execute project plans according to project's vision Proactively communicate and document project goals, weekly status updates, and hurdles to all team members Identify project resources and responsible parties

- Present agency plans, proposals, and rationale
- Escalate and help resolve project issues

Qualifications and Experience

Qualifications	<ul style="list-style-type: none"> • A bachelor's degree in Commerce, Business, Marketing or any related field • Marketing and advertising industry knowledge
Experience	<ul style="list-style-type: none"> • At least 5 years' experience in a dynamic Marketing role • Proven track record essential with tangible and visible results • Experience in service sector

TECHNICAL CAPABILITIES

- **Strategic planning** – deep understanding of business strategy and using the insights to develop strategic direction to develop and successfully implement marketing and communication initiatives.
- **Analytical skills** – because the marketing assistant manager conducts A/B testing and assesses customer engagement, they need excellent analytical and data interpretation skills
- **Organisational skills**- ability to work on multiple projects, meet deadlines and maintain a high level of accuracy
- **Event Management**- ability to conceptualize, execute and report on events and ensure
- **Great interpersonal skills**- builds relationships with a wide variety of people. A personable manner, a proclivity for team-working and adaptability are all important
- **Creativity** – Ability to develop and stretch ideas, think outside the box and deliver positive impact beneficial to the bank
- **Project Management**- Ability to scope out projects comprehensively, developing actionable task, organizing individuals/teams and execution as per plan.
- **Negotiation skills**- ability to haggle with vendors, partners and get best value.
- **Presentation skills** –Excellent public speaking and presentation skills
- **Financial Management**- Prudent management of budgets to derive value and impact to the bank

BEHAVIOURAL COMPETENCIES

- **Generating Ideas** – Fluently and confidently generate creative ideas and roll them out.
- **Exploring Possibilities**- Looks at a problem and define it in an abstract manner. Unpacking a problem in terms of its underlying principles and basing the problem on sound theory typically allows for deeper insight into the true nature of the problem.
- **Documenting Facts**- using objective and logical reasoning, in understanding of information articulating information in writing.
- **Convincing People** - Being persuasive and taking a negotiating approach and help shape others' opinions.
- **Articulating Information** - Effectively express ideas and concerns, giving presentations, explaining things to others as well as showing confidence in the interaction with other people, both strangers and acquaintances alike.
- **Interacting with People**- Fostering relationships that benefit the organisation as well as an individual effectiveness and efficiency.
- **Establishing Rapport**- Effectively engage people, establish positive personal contact and improve the likelihood of maintaining positive relationships.
- **Embracing Change**- Accepting challenges and change as well as coping well with uncertainty.
- **Checking Details**- Careful checking and confirmation of details in a task. By being accurate and detailed in your approach when completing tasks in order to avoid making mistakes.
- **Completing Tasks** - effective planning and prioritising of tasks assigned to you and being able to manage the project or task to completion in order to demonstrate effectiveness.

APPLICATION PROCESS

If you believe you are the right candidate for this post, please email your application/ CV and other accompanying academic documents and South Sudanese Nationality Certificate to sakondoa@stanbic.com not later than **1st September 2021 at 5:00 PM**. Or by hand delivery to Human Resources Manager, Stanbic Bank Limited, West Yat Business Centre, Airport Road, Tonga/ P.O.BOX 630 Juba South Sudan

Important Note:

- This position is only open to South Sudanese nationals
- Stanbic is an Equal Opportunity employer
- We thank you for your interest to work for Stanbic Bank Limited, however, note that only shortlisted candidates shall be contacted for interviews