

VACANCY NOTICE

PostBank is a Commercial Bank that is committed to fostering prosperity for Ugandans. The bank is growing and giving opportunity for its employees and the public. PostBank is in need of a competent and achievement driven professional to fill up the below role that has fallen vacant.

POSITION DESCRIPTION

JOB TITLE: MARKETING OFFICER BRAND & SPONSORSHIPS

REPORTS TO: BRAND & MARKETING MANAGER

JOB PURPOSE

- The role holder will be responsible for managing the Bank's Brand through monitoring, inspection and maintenance to ensure standardization, uniformity and consistency in brand applications, as well as driving the bank's sponsorship strategies and the portfolio of sponsorship events.

KEY RESPONSIBILITIES /KEY DELIVERABLES

- Coordinate brand design, application, and maintenance across all service points in line with branding guidelines to ensure consistency across all touchpoints.
- Manage brand application and usage in a standardized manner across all communication points; Branded items, Stationery, Print media, Outdoor advertising, TV and Radio.
- Conduct brand audits and mystery shopping to ensure brand consistency, uniform application, and market relevance across all touchpoints.
- Take the lead in the coordination and execution of any initiatives relating to segment/channel targeted events, ensuring proper coordination of suppliers and participants on the ground, crowd management and security, brand visibility, among other things.
- Liaise with branches and business units in planning and implementing key Segment internal and external communication plans aligned to the Bank's Business growth plans.
- Keep track of all Segment marketing activity spends in line with approved marketing and product development budget.
- Implement signage and branding management within and outside branches, ATMs, and Agent networks.
- Visit all branches and agents at least three times annually to ensure compliance with brand guidelines, update merchandising materials, and address any required repairs or revamps. Report and implement actionable findings from each visit.
- Prepare and submit monthly reports on marketing activities, brand performance, and sponsorship outcomes.
- Implement signage and branding management within and outside branches, ATMs and Agent networks.
- Ensure all the Business Segments have marketing collateral in line with budget
- Implement and manage signage and branding across branches, ATMs, and agent networks in alignment with the Bank's corporate identity (CI) programme.
- Lead the planning, execution, and performance tracking of sponsorship initiatives, ensuring alignment with brand strategy and maximizing return on investment.

- Building close connections with all units across the bank and ensuring that brand outputs support them in the delivery of their objectives.
- Build and maintain a close working relationship with Business Segment Heads, Branch Managers and Regional Managers so that any assistance required can be given quickly and usefully.
- Undertake any other duties assigned by the Brand & Marketing Manager from time to time.
- Monitor monthly spending of the Marketing function.

BUSINESS BEHAVIOURS

- **Passion:** Committed to excellence, deliver outstanding results and make a positive impact for our customers and stakeholders.
- **Teamwork:** Collaborates effectively, values mutual respect and diverse perspectives to achieve shared success and deliver greater value to the Bank.
- **Integrity:** Uphold honesty, transparency, and accountability, ensuring ethical practices in every action.
- **Innovation:** Embraces creativity and forward-thinking, continually seeking new solutions to enhance customer experience and drive business growth.

QUALIFICATIONS, EXPERIENCE AND COMPETENCIES REQUIRED

- Bachelor's degree in Marketing, Business or a related field.
- At least 2 years' experience in either or Banking, Communication, Digital Marketing and PR.
- Knowledge of the Bank's Policies, Processes and Procedures relating to products and Brand
- Knowledge of the Bank's business model, its strategy and all of its products and services
- Good sense of customer behaviour and solid grasp and interpretation of the market environment.

THE FOLLOWING DOCUMENTS SHOULD ACCOMPANY THE APPLICATION

- Cover letter, Detailed CV, and Copies of academic documents all as one file.

MODE OF APPLICATION

- Online applications addressed to **Chief People & Strategy Officer**, PostBank Uganda.
- Send application to hr@postbank.co.ug with job title as subject.
- Closing Date: **Friday 04th July 2025 at 5:00pm.**
- Only shortlisted candidates will be contacted.

PostBank Uganda Ltd is an equal opportunity employer