

Career Opportunity

Corporate Communications Manager

Applications are invited from suitably qualified candidates to fill the vacant position of **Communications Manager** located at Head Office, Blantyre.

Reporting to the Head of Digital Transformation & Eco-systems the successful candidate will need to have excellent communication skills and a thorough knowledge of best practice marketing and brand development principles across all channels of communication.

Key Responsibilities

Internal Communications

1. Produce regular internal newsletters.
2. Develop and implement internal engagement strategies in support of key business initiatives.
3. Develop relevant materials such as CEO comms, business results, staff news, business successes etc.
4. Planning and implementation of internal events.

External Communications

1. Develop and implement a corporate communications strategy for the First Capital Bank brand.
2. Develop, write and edit corporate communication materials such as newsletters, blogs, press releases, regulatory notices and similar marketing materials.
3. Planning and implementation of customer facing functions and events.

Media Management

1. Media planning in support of corporate communication strategies.
2. Ensure healthy media relations and support leadership in dealing with same.
3. Organise and co-ordinate press conferences when required.
4. Produce monthly media monitoring reports detailing brand exposure and media coverage.

Citizenship/CSR

1. Align CSR activities in line with the Citizenship agenda.
2. Identify and recommend key CSR partners.
3. Obtain maximum exposure for all CSR initiatives.
4. Ensure all CSR initiatives are quantified and measured in terms of impact on the community.

Social and Digital Media

1. Develop an annual social media engagement strategy that will grow the bank's online community.
2. Develop a monthly social media content calendar.
3. Adopt group initiated social media campaigns.
4. Manage all social media channels and the Bank's website.
5. Supply monthly analytics reports for social media activity.

General

1. Management of external suppliers such as agencies, printers, media etc. as and when required.
2. Appropriate budgeting and cost controls for all activities.

Personal competencies

- Motivated
- Attention to detail
- Able to take initiative
- Excellent verbal and written communication skills
- Good interpersonal relationship skills
- Proficient in relevant computer applications

Qualifications and Experience

Applicants should have a degree in Marketing, Business Communication or Business Administration. They should be a practicing marketer with at least 5 years of experience in a marketing role and have a track record that clearly demonstrates their ability to meet the demands of this challenging and rewarding role.

Applications

If you meet the above minimum requirements and are interested, please send your applications with an up-dated CV to: **FirstCapitalBank.Vacancies@firstcapitalbank.co.mw**

Applications that do not follow this path will not be considered. The closing date for receiving applications is 19th February.

Only shortlisted applicants shall be acknowledged.