

Career Opportunity

Marketing Manager

Applications are invited from suitably qualified candidates to fill the position of Marketing Manager at First Capital Bank Head Office in Blantyre, Malawi.

Reporting to the Head of Marketing, the successful candidate will be responsible for delivering on actionable insights based on empirical market data, increasing brand visibility, developing relevant brand stories, translating strategy into effective marketing campaigns and development / execution of innovative marketing mix.

Key Responsibilities

- To drive & facilitate profitable growth for First Capital Bank corporate and product brands & analyze data or insights to determine industry and customer trends.
- To identify & explore new growth initiatives & synergies for the corporate brand and ensure that marketing resources are used efficiently.
- Devise short and long-term development strategies for product categories aligned with Business units (Corporate Investment Banking & Personal and Business Banking) and increase market penetration.
- Develop brand strategy and coordinate brand plan implementation in line with First Capital Bank business and strategy.
- Developing marketing campaigns from marketing planning, agency briefing and deployment.
- Brand Management: ensure consistency and compliance on all visible elements of First Capital Bank brand in accordance with the Visual Identity (VI).
- Marketing Communications: Develop marketing campaigns, advertising, sales promotion and implement Branding strategy aligned with picture of success (marketing branded collateral, In-branch merchandise, and event management).
- Business Support: Align and execute marketing initiatives for all Business Units.
- Fairs and Exhibitions: Identify exhibition/participation opportunities. Develop execution plans (marketing collateral, give-aways, event fees etc)
- Evaluate and measure ROMI
- Sponsorship: Identify and evaluate sponsorship opportunities aligned with compliance and governance requirements
- Conduct market research and competitor analysis for the bank
- Develop and execute digital marketing strategies

Technical Skills/Competencies

- Good Research skills and data driven
- Self-driven, highly focused, result oriented
- Good Leadership and communication skills
- Customer centric and sound operational Skill
- Good Presentation skills (Verbal and written)
- Proactive and innovative
- Integrity
- Diplomacy
- Basic business acumen and financial budgeting skills

Qualifications and Requirements

- A degree in Marketing, Business administration or its equivalent
- 5-10 years experience in a marketing management
- Post Graduate qualification in marketing will be an added advantage

Applications

If you meet the above minimum requirements and are interested, please send your applications with an up-dated CV to Human Resources Department at Head Office or e-mail to:

firstcapitalbank.vacancies@firstcapitalbank.co.mw

not later than 17th October 2022.

Only short-listed applicants shall be acknowledged.