

Job Title:	Assistant Marketing, Communications and Citizenship Manager	Reports to:	Senior Marketing, Communication & Citizenship Manager
Unit:	MCC	Department:	Marketing, Communication & Citizenship
Grade:	Band 4 – Assistant Manager	Date:	
Job holder:		Supervisor:	
Signature:		Signature:	

Job Purpose Statement

The purpose of this role is to build and steward the formation of a **strong, reputable and trusted brand** that positions NCBA Rwanda as a leading bank in the country.

In alignment to the NCBA Group Marketing, Communications and Citizenship Strategy, this position is directly accountable for driving the end to end design, alignment, management and delivery of the following: -

- NCBA Rwanda Brand Strategy
- Communications and Corporate Affairs Strategy
- Digital Marketing and Digital Assets Strategy
- Knowledge and Insights inputs to drive data focused design and execution of products, services as well as enhance customer value propositions
- Citizenship agenda and shared value creation programs
- Sponsorship Programs

The implementation of these strategic initiatives should drive business growth, brand promise, brand equity, brand awareness, fulfilment of NCBA social impact goals and market share, while strengthening stakeholder relationships.

Key Accountabilities (Duties and Responsibilities)

Perspective	% Weighting <i>(to add up to 100%)</i>	Output
Financial	20%	<ul style="list-style-type: none"> • Responsibility for procurement support and expense management objectives by assigned Business Unit. • Ensure that ROI is measured, delivered and learnings captured to ensure continuous improvement.

<p>Customer</p>	<p>35%</p>	<ul style="list-style-type: none"> • Support planning, development and implementation of all NCBA Rwanda's Brand Marketing strategies, Communication and Corporate Affairs activities, as well as the roll out of the bank's Corporate Citizenship programs in line with aligned pillars: <ul style="list-style-type: none"> ◦ Support the development of the above the line and digital communication platforms as well as the Bank's standards, procedures and guidelines. ◦ Enhance the bank's brand and online presence; targeting new customers through generation of sales leads and conversion; community engagement and reputation management through our social media channels; online promotional campaigns; data analytics and establishing strategic digital partnerships for the Group (including all Business Units and areas of the business such as Citizenship, Culture and Change and others). ◦ Provide support in the development and implementation of the organizations <p>Citizenship's objectives in a manner that ensures that our efforts benefit the company and the community we serve</p>
<p>Internal business processes</p>	<p>20%</p>	<p>MCC Process and Procedure Adherence</p> <p>Collectively drive adherence to approved policies and procedures and provide feedback on the same so as to keep them competitive. 100% adherence to policies, procedures and statutory guidelines</p> <ul style="list-style-type: none"> • Internal and External Communication • Management of 3rd Parties • Corporate Brand • Communication Channels <p>Competitor Benchmarking</p> <ul style="list-style-type: none"> • Manage robust competitor tracking systems to remain abreast of the market and the players. In line with this, identify and analyze new offerings from other banks in the market place proactively. <p>3rd Party Service Provider Identification and SLA's</p> <ul style="list-style-type: none"> • In collaboration with procurement, identify and create a best in class roster of agencies, negotiate Statement of Works, manage and inspire them and ensure delivery • Support alignment with Group Brand, Digital, Comms and Citizenship teams to ensure alignment of priorities, timing and calendar of activities to ensure all 3rd party providers are clear on expectations • Ensure duly signed contracts and SLA with key MCC 3rd Party Vendors – PR, Creative, Experiential, Digital and Social Media agencies – are in place under the custody of the NCBA Legal Team. <p>Procurement & Finance Adherence</p>

		<p>MCC Brand Team adherence to NCBA Group Procurement processes with zero breach. This includes, invoicing and billing processes.</p> <p>MCC Process Improvements</p> <ul style="list-style-type: none"> • Be an advocate for continually improving way of working within the team to drive efficient and impactful engagement and accurate delivery of service.
Learning and growth	25%	<p>Leader of SELF</p> <ul style="list-style-type: none"> • Set a high standard of excellence personally and professionally • Provide coaching and mentorship to the team regularly <p>Leader of OTHERS</p> <p>Guide and empower the team to develop always on end to end experiences, creating disruption real time, right time, right moment, right place and target, shaping behaviour while driving transactions.</p> <p>Build, develop and motivate high performance team committed to achieving success through each other.</p>

Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	<ul style="list-style-type: none"> • Marketing Assistant • Interns
Indirect Reports	

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
<p>Internal</p> <ul style="list-style-type: none"> • MCC team • Business Partners • Business Support Units – especially Customer Experience, Procurement & Finance • Senior Leadership 	<p>External</p> <ul style="list-style-type: none"> • Advertising/Communications Agencies • Digital and Social Media Agencies • PR Agencies • Experiential Agencies • Research Agencies

Ideal Job Specifications

Academic:

- University degree, preferably in Marketing, Advertising or Business Management.
- Relevant professional qualification in Marketing would be an advantage.

Professional:

- Proficiency in use of MS Office – PowerPoint, Excel, Word, MS Project etc.
- Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management
- Possesses strategic thinking skills, creativity, persuasiveness, results orientation, assertiveness and tenacity to sell ideas
- Experienced marketing and branding background and intimate knowledge of consumer insights.
- Up-to-date with latest trends and marketing best practices
- Excellent oral and written communication skills
- Possesses high level of personal drive, initiative & follow-through, performance results and leadership skills.
- Strong analytical skills, data-driven thinking and problem solving.
- Advanced communication and interpersonal skills
- Excellent listening and decision-making skills

Desired Work Experience:

- 3+ year's relevant experience in managing a brand or product portfolio with at least 1 year in a managerial role and supported by a sound track record.
- An excellent planner and organizer with working proficiency in Project Management skills

Ideal Job competencies

Technical Competencies

- *Multi-disciplinary business experience*
- *Strong creative, analytical, organization and personal sales skills*
- *Strong oral and written communication Skills*
- *Presentation Skills*
- *Negotiation Skills*
- *Technology Skills: proficiency in MS Office and graphic applications*
- *Strong analytical skills*

Behavioural Competencies

- *Innovative and Proactive*
- *Insatiable curiosity*
- *Thorough understanding of bank operations*
- *Build pride and passion*
- *Growing talent and capability*
- *Managing & developing yourself*
- *Inspirational Leadership*
- *Protect and enhance the Bank's reputation*
- *Strong customer-facing skills*
- *An exceptional eye for detail*

This JD is signed-off with reference having been made to the organization's core values and aligned competencies against these values.