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JOB ADVERTISEMENT

Back Ground:

ACB Plc is a Christian Micro Finance Institution that started its operations in August 2006. It is licensed by the National Bank of Rwanda (BNR). Our vision is to be a leading Christian financial institution that contributes to holistic and sustainable development. Our mission is to bring holistic transformation into the community through quality financial services. Our values are quality service, transparency, integrity and accountability. We are committed to taking financial services closer to the people.

AMASEZERANO Community Banking (ACB Plc) is recruiting for a competent, qualified, dynamic and self-motivated individual to fill the following position:

Position: Marketing Manager

Number of positions: 1

Reports to: Director of Operations

Opening date: 5th February 2025

Closing date: 18th February 2025

Responsible for the implementation of ACB Plc's Marketing strategy, direction and coordination of marketing programs, with the goal of maximizing ACB Plc's brand equity. Overseeing the implementation of marketing campaigns to promote business products and services and training department, employees.

Roles and Responsibilities of Loan Officer:

- Design and implement marketing strategies tailored to the needs of target communities, particularly low-income or underserved populations;
- Align marketing campaigns with the institution's business objectives and social goals;



Taking financial services closer to the people

- Build and manage the Bank's brand identity, ensuring consistency across all communication channels;
- Develop marketing materials and digital content (brochures, social media posts, videos) to raise awareness about the Bank products and services;
- Conduct regular market research to understand customer needs, preferences, and financial behavior;
- Analyze competition and local trends to help adjust marketing approaches;
- Oversee customer outreach efforts and maintain strong relationships with clients;
- Organize events, workshops, or seminars to educate communities on financial inclusion and the institution's offerings;
- Leverage digital platforms and social media to reach a wider audience and promote Bank services;
- Analyze the effectiveness of online campaigns and adjust strategies based on performance data;
- Build partnerships with local businesses, NGOs, and government bodies to increase visibility and promote products;
- Collaborate with product development teams to ensure marketing campaigns reflect the features and benefits of the Bank's products;
- Allocate and manage the marketing budget effectively, ensuring cost-efficiency while achieving marketing goals.
- Monitor and report on the performance of marketing campaigns, using key metrics like customer acquisition and retention rates;
- Provide actionable insights to senior management;

Skills and qualifications and competencies required:

- Bachelor's Degree in Marketing, Business Administration or a relevant field from a recognized institution;
- Four (4) years of proven working experience in marketing field;
- Ability to lead and collaborate with cross-functional teams, including operations;
- Knowledge of Bank products, such as loans and savings accounts and how they are tailored for low-income communities;
- Ability to work in a dynamic and sometimes unpredictable environment;
- Ability to create long-term marketing strategies that align with the Bank's goals and community impact;
- Strong focus on understanding and addressing the financial needs of Bank clients;
- Knowledge of financial products and services, especially those relevant to low-income populations;
- Ability to manage multiple marketing projects simultaneously, from conception to execution;
- Ability to creatively use resources, even with limited budgets, to achieve maximum impact in underserved markets;
- Excellent written and verbal communication for creating clear, persuasive marketing materials and engaging with clients.

- Proficiency in using digital marketing tools, such as email marketing, and social media management platforms;
- Data analytics skills to assess the effectiveness of online campaigns;
- Strong ability to interpret market research and performance metrics to make informed decisions;
- Skills in graphic design or a good understanding of how to collaborate with designers to produce effective marketing materials;
- Fluency in the local language(s) of the target community, in addition to proficiency in English or other widely-used business languages;
- Ability to work under pressure.

How to apply

The interested candidates should submit their application documents (Application letter, updated CV, Academic certificates, ID copy, current criminal record certificate and original church recommendation letter signed by your church Pastor) to the ACB Plc Head Office via company email amasezerano@acb.rw, **not later than 18th February 2025** (03:00 pm).

Important Note:

ONLY shortlisted candidates will be contacted for the test. If you do not hear from us within 2 weeks from the closing date, consider your application unsuccessful.

Done at Kigali, on 5th February 2025

Eraste NSENGIYUMVA
Managing Director

