



CAREER OPPORTUNITY

“Marketing and Branding Sr. Officer”

Join the fastest growing bank in Rwanda, *Apply Now*

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www.cogebanque.co.rw

I. ABOUT US

Cogebanque (Compagnie Générale de Banque Plc) is a Rwanda based commercial bank, licensed by the National Bank of Rwanda. It started operations in 1999.

It is one of the fastest growing banks in Rwanda and today has 28 branches, over 600 agents, and 36 ATMs across the country. These are supported by Mobile banking (USSD on *505# and Mobile App “Coge mBank”), Cards (Mastercards & Smart cash), SchoolGEAR and internet banking delivery channels accessible through different media.

Cogebanque has been serving Rwandan industries for over 22 years with innovative services to its customers and has positively impacted the Rwandan economy.

Cogebanque provides a comprehensive range of products and services targeted at corporate, SMEs and retail customers.



Mission

To create, maintain, and enhance shareholder value by providing unrivalled financial solutions to our customer.



Vision

To be a financial center of excellence and a leading provider of innovative financial solutions in Rwanda.



Values

Excellence, Integrity, Innovation, Teamwork, Flexibility, Open Communication, Accountability and Customer orientation

II. WHAT OPPORTUNITIES DO WE HAVE FOR YOU?

At Cogebanque we believe our Employees are the bridge to achieving our business development goals and creating sustainable social and economic change in our society. We make it our priority to ensure their growth and comfort while working with the Bank.

Apart from organizing frequent trainings, career building sessions and team building workshops for our Employees, we facilitate you to enjoy our wide range of services and products at favourable terms that ultimately could help you achieve your personal goals.

In the view of the above, Cogebanque Plc is looking External for inspired innovators, self-driven and highly creative personalities to collaborate with the Bank in taking it to the next level of success. If you feel you have what it takes, we would like to hear from you by applying for the below position/s.

If the position described below speaks to you, send us your application via email at jobvacancies@cogebank.com by or before **10th February 2022** marking the subject as “The Job You Are Applying for”. i.e. **“Marketing and Branding Sr. Officer”**

Job Title and requirements	Job responsibilities
<p>*Marketing and Branding Sr. Officer</p> <p>Grade: Sr. Officer</p> <p>Position Summary:</p> <p>The position is responsible for the planning and implementation of marketing plans and campaigns in compliance to Bank's Corporate Identity and brand and in line with the overall business objectives of the Bank.</p> <p>JOB REQUIREMENT</p> <ul style="list-style-type: none"> • A Bachelor's Degree in Business Administration/Marketing or related field. • 3 years' experience in a marketing or branding role in a reputable financial institution or in FMCG or in the creative agency. • Understanding of product development and research • Excellent oral and written communication • High level of creativity and innovation • Good planning and organisation skills • Excellent analytical skills • Brand management • Copywriting • Strategic thinking • Good problem solving and analysis • Excellent relationship building and networking • Cost, project and risk management • A clear understanding of brands and the marketing mix • Digital marketing/ online marketing 	<p>Key Responsibilities:</p> <p>Marketing</p> <ul style="list-style-type: none"> • Plan advertising and promotional campaigns for bank products or services on a variety of media (Both digital and traditional channels) • Support the marketing team in overseeing the department's operations –Creative processes. • Develop effective product positioning in the market • Conduct competitive strategic analysis, consumer segmentation, and consumer insight development • Brief and train sales personnel and other stakeholders • Identifies areas for improvement in product offerings, marketing strategy and promotional activities. • Collaborate with other stakeholders in preparing budgets and monitoring expenses. <p>Branding</p> <ul style="list-style-type: none"> • Coordinate activities of specialists involved in the brand positioning of the products • Bank brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term • Supervise bank branding activities • Identifies areas for improvement in product offerings, sales tactics, marketing strategy, and promotional activities.