



### ***Stimulating Career Opportunity at the Tanzania Commercial Bank (TCB) - Director of Marketing and Public Relations;***

Are you ready to take a transformational journey in the banking sector and passionate about spearheading the marketing strategy? Tanzania Commercial Bank (TCB) is hiring for a dynamic, experienced and resourceful **Director of Marketing and Public Relations (DMPR)** to head the Marketing department and drive the Marketing Strategy.

Reporting to the Chief Executive Officer, DMRP will be responsible for developing and executing marketing initiatives to enhance the TCB brand, drive customer acquisition and retention, and strengthen our relationships with stakeholders. The position requires creativity, strategic thinking, and strong communication skills to position TCB in the market, making it easier to promote products and services to the target customers.

Working with a vibrant team of Marketing and Public Relations professionals, the DMPR will be at the forefront of planning, organizing, developing and implementing creative marketing strategies and activities to increase the level of deposits and customer base for the bank.

### ***About TCB***

Tanzania Commercial Bank (TCB) is one of the leading financial institutions in the country, providing first-class banking services and solutions to private individuals, enterprises, and the community at large. The bank has a team of highly qualified, experienced, and committed professionals who serve customers and contribute to the economic development and financial inclusion of the country. The Government of the United Republic of Tanzania is the majority shareholder, with minority stakes held by the Tanzania Posts Corporation, the Revolutionary Government of Zanzibar, Posta na Simu Savings and Credit Society, the Public Service Social Security Fund, and the Workers Compensation Fund. TCB has launched its new strategic plan for the years 2024–2028, with the primary focus of trying to transform its balance sheet to serve SMEs more. This will help to not only widen the customer base but also position TCB as the future leader in the industry and spearhead the country's economic growth. TCB aims to incorporate technology into its five-year plans aimed at disrupting the market and leading to a better customer experience.

If working in a dynamic environment such as this is something that is of interest to you, then the Tanzania Commercial Bank is the place to be.

### ***Key Duties and Responsibilities***

- Lead the development and execution of integrated marketing communication strategies to support business objectives and drive brand awareness.
- Oversee all aspects of marketing communications, including branding, public relations, corporate communications, content development, and social media.
- Develop and manage communication plans, budgets, and timelines to ensure efficient and effective execution of communication initiatives
- Monitor and analyze communication performance metrics to track effectiveness and optimize communication strategies.
- Develop and review marketing and business development policies, guidelines and manuals;
- Prepare and review marketing department annual budget;
- Conduct marketing and sales initiatives of the bank's products and services;
- Design new products and re-brand old ones;
- Monitor business growth of the bank and take appropriate measures;
- Prepare periodic sales report and submit to relevant authorities;
- Solicit business relationships with the corporate and public sector;
- Maintain quality service by establishing and enforcing TCB Bank standards;
- Provide support and guide to branches to ensure smooth customer's signup in transaction banking products such as internet banking and cash management solutions;
- Develop and review public relations, communication and PR policies, guidelines and manuals;
- Champion the implementation of women banking products, services and programmes to ensure growth in business and visibility as per the bank policies and procedures;
- Develop and review public relations, communication and PR policies, guidelines and manuals;
- Create and maintain a positive public image for the bank;
- Draft media/press releases and develop social media programs to shape public perception of the bank in order to increase awareness of the bank, products or projects;
- Manage press relations, including preparation of press releases, feature articles, arranging for interviews and public appearances of the bank's CEO and other senior executives;
- Manage Corporate and Social responsibilities Projects; and
- Carry out any other related duties as assigned by the Supervisor.

### ***Minimum requirements:***

- Holder of Bachelor Degree in one of the following fields; Marketing, Economics, Planning, Project Management, Commerce, Statistics or Business Administration or equivalent qualifications from a recognized institutions with;
- At least 7 years' working experience in the banking industry or financial institution of which two (2) years should be in a managerial position
- Possession of a Masters Degree in one of the fields mentioned above is an added advantage.
- Strong leadership skills coupled with the composure required to thrive under pressure;
- Always willing to learn and grow as a leader and professional;

- A successful track record in senior marketing roles and experience in the industry a must;
- Strong motivational skills to drive the team for self-motivation in challenging times;
- Excellent oral and written communication skills to create a message and lay out strategies that team can easily understand;
- A successful track record in senior marketing roles and experience in the industry a must;
- Familiarity with essential digital marketing tools and technologies;
- Experience with print marketing and social media marketing will be preferred;
- An eye for innovation and the willingness to take the initiative when everybody else is hesitant to step up;
- Strong knowledge in using data software such as CRM and Microsoft Office Suite; and
- A healthy level of diplomacy and discretion while dealing with customers and stakeholders at all levels.

***Interested candidates are advised to apply for the stated position and send their email to [tz\\_executiverecruitment@pwc.com](mailto:tz_executiverecruitment@pwc.com) indicating on the subject of the email and the name of the position on or before 3 July 2024. The applicants should attach their Motivational letter, CV which should contain the applicant's mobile number, email address, career background, and three referees. The applicants are also required to attach certified copies of their academic certificates.***

- ***Any form of canvassing will lead to automatic disqualification.***
- ***Only short-listed applicants will be contacted.***