

# JOB OPPORTUNITY

## Position: Marketing Communications Officer

To plan, implement and manage internal, external and brand communications initiatives that strengthen UBA's brand reputation, enhance employee engagement, improve customer awareness of products and services, and ensure consistent, positive media positioning.

### Reporting Relationship:

- Reports to: Head Marketing and Corporate Communications

### Key Responsibilities;

- Develop and deliver integrated communication and brand campaigns aligned with business objectives.
- Plan, coordinate and execute all corporate events and Corporate Social Responsibility (CSR) initiatives, ensuring adequate visibility across relevant communication channels.
- Manage brand development and ensure product and service communications comply with approved policies and standards.
- Draft speeches, press releases and other communication materials for management and the bank.
- Coordinate with internal stakeholders, product owners and external agencies to plan, execute and monitor communication activities.
- Strengthen media relations and proactively manage the bank's reputation to achieve ZERO negative press.
- Oversee internal communications platforms including newsletters, staff emails, memos and intranet content.
- Ensure alignment between internal and external communications messaging.
- Support the Head of Marketing and Corporate Communications with budgeting, vendor management and verification of agency invoices.
- Conduct market and competitive analysis to inform communication strategies and brand positioning.
- Organize staff engagement initiatives including town halls, trainings and team-building activities.
- Monitor compliance with communication policies and report on communication activities and performance.
- Undertake ad-hoc communication projects as assigned by management.

### Skills & Competencies:

- Interpersonal skills
- Excellent written and oral communication skills
- Good knowledge and use of Microsoft office
- Highly organized with attention to detail
- Ready to think creatively outside of the box
- Prior experience in a similar capacity
- Knowledge of events coordination, administrative duties, logistics etc
- Experience in maintenance handling, projects etc
- Negotiation and vendor management

### Application requirements:

- Minimum of a first degree in a in marketing, mass communication or related fields with at least a Credit or better.
- Grade Twelve Certificate with at least Five (05) Credits of better, including Mathematics and English
- A minimum of 2 years' brand management and Corporate Communication experience

### To Apply

United Bank for Africa is an equal opportunity employer. Interested candidates that meet the above job requirements should send their application in a **single document** comprising of detailed Curriculum Vitae, G12, Degree and other copies of professional qualifications to **[careers.zambia@ubagroup.com](mailto:careers.zambia@ubagroup.com)** by **25<sup>th</sup> January, 2026**.