

**GENERAL**

Job Title: Marketing Supervisor - Segments

**(Job Ref: Marketing & Communication/03/2026/01)**

Reports to: Marketing Manager

Department/Division: Marketing & Communication

No. of Vacancies: 1

**BASIC PURPOSE:**

The holder of the position is responsible for supporting the banks segment customer value propositions strategy and develop marketing programs that directly benefit the banks customers in line with organizational goals and objectives whilst ensuring that the strategy is successfully generating and contributing to business growth and enhancing the brand image of the bank.

**MAIN DUTIES & RESPONSIBILITIES**

- Develop, and execute a customer/result driven segment strategy in line with the overall business strategy to guide all the segment marketing activities for the Bank
- Manage the segment GTM strategies and tactical implementation of product initiatives, branding and awareness in all segments
- Support development of targeted segment product offering based on consumer profiles
- Support the segment heads in the promotion of the bank's products and services
- Drive actionable consumer insights from research and inform new business cases for differentiated segment marketing strategies

- Analyze the Micro, Retail Personal, Retail SME, and corporate segments and identify unmet customer needs and determine differentiated value propositions
- Contribute to cross functional collaboration with marketing and business to develop communication campaigns and programs that drive awareness and utilization.
- Support the Commercial Division and other Bank functions through developing and executing segment marketing activities for sustainable business growth.
- Establish mechanisms to monitor and evaluate the effectiveness of the segment marketing strategy and milestones.
- Participate in the annual budgeting process and actively engage in the definition of the Equity Bank Uganda strategy
- Responsible for drafting Agency briefs related to the bank's communication needs
- Manage the day-to-day Agency traffic sheet flow
- Take part in the ideation and conceptualization of all creative materials
- Hold Weekly agency status meetings
- Manage storage and archive of the bank's creative assets to ensure real time availability
- Support in designing quick inhouse messaging as maybe required from time to time
- Prepare and seek approval of financial resources for Segment Marketing initiatives
- Effectively direct financial resources to deliver approved segment Marketing objectives
- Develop and implement periodic, mandatory, and standard reports on segment Marketing initiatives and value propositions
- Develop monthly performance reports for presentation to the Marketing Manager.
- Work with the Business Intelligence unit to continuously refine and enhance segment reports / templates

## **QUALIFICATIONS, SKILLS AND EXPERIENCE**

## **QUALIFICATIONS**

- Bachelor's **Business Administration, Marketing, mass communications, Commerce, Economics**, or a related field.
- Master's degree or any professional qualification in **Sales, Marketing (e.g., CIM) or Customer Relationship Management** is an added advantage.
- Training in **data analytics, market research**, or **business intelligence** is desirable

## **SKILLS**

- Excellent understanding of the Banks customer segment needs
- Proven experience supervising or coordinating sales or customer service teams
- Excellent understanding of marketings principles
- Knowledge on Brand Management
- Excellent understanding of the Banks Product portfolio
- Industry and competitor knowledge
- Advertising Development
- A high degree of creativity, judgment and decision making
- Excellent interpersonal, presentation skills and networking skills, internally and externally.
- Work with minimum supervision
- Demonstrate a good level of maturity

## **EXPERIENCE**

- Minimum of **5 years'** progressive experience in marketing, product management, or customer segments management within a commercial, telecommunications, or financial services environment or a related field with at least **1 year** in a supervisory role



If you believe you can clearly demonstrate your abilities to meet the criteria given above, please submit your job application cover letter along with a detailed resume, copies of the relevant certificates and testimonials in a single PDF file format, quoting the respective Job title or Ref no. in the subject field to [recruitment@equitybank.co.ug](mailto:recruitment@equitybank.co.ug) by **Friday, 3<sup>rd</sup> April 2026**

**Only short-listed candidates will be contacted.**

*Equity Bank is an equal opportunity employer. We value the diversity of individuals, ideas, perspectives, insights and values, and what they bring to the workplace.*

*By submitting your application, you consent to Equity Bank Uganda Limited collecting and processing your personal data strictly for recruitment, selection, and, where applicable, employment purposes. Equity Bank Uganda Limited will process your personal data in accordance with the Data Protection and Privacy Act, Cap 97, and its Data Privacy Policy. Your personal information will be treated with the highest level of confidentiality and will not be shared with unauthorized third parties, except where disclosure is required by law or regulatory obligation”.*