

# VACANCY NOTICE

Pearl Bank is a Commercial Bank whose purpose is fostering prosperity for Ugandans. Our high impact goals are driving sustainable financial inclusion and stimulating entrepreneurship and service. The Bank is growing and giving opportunity for its competent and achievement driven employees as well as the public to fill up the role that has fallen vacant.

## POSITION DESCRIPTION

### JOB TITLE: BRAND & MARKETING MANAGER – PEARL

### REPORTS TO: HEAD MARKETING & COMMUNICATIONS

#### JOB PURPOSE

- The Brand & Marketing Manager-Pearl is responsible for building and protecting the Pearl Bank brand while supporting business growth through effective marketing, product marketing, and customer acquisition strategies.
- The role integrates brand stewardship, marketing strategy, campaign execution, and performance tracking, ensuring that the Bank's brand promise is consistently translated into measurable commercial outcomes across all channels.

#### KEY RESPONSIBILITIES /KEY DELIVERABLES

##### Brand Strategy & Governance

- Develop and execute Pearl Bank's brand strategy, positioning, and identity in line with business objectives.
- Define and enforce brand guidelines, tone of voice, and visual standards across all platforms and touchpoints.
- Ensure consistent brand representation across branches, digital channels, campaigns, products, and partnerships.

##### Marketing Strategy & Growth

- Develop and implement integrated marketing plans aligned to business, product, and segment priorities.
- Drive customer acquisition, product uptake, usage, and retention through targeted marketing initiatives.
- Translate business and product strategies into effective go-to-market campaigns.

##### Campaigns, Content & Communications

- Lead the planning and execution of brand and product campaigns across above the line, below the line, digital, and branch channels.
- Oversee content development, storytelling, messaging, and creative execution.
- Manage agencies, media partners, and creative suppliers to deliver high-quality outputs.

##### Product & Segment Marketing

- Work closely with Product, Digital, Sales, and Branch teams to support product launches and market activation.
- Guide Product Market Specialists in executing segment and product-specific marketing initiatives.
- Ensure marketing messaging reflects customer needs, value propositions, and market insights.

##### Performance & Insights

- Track brand health, campaign performance, and marketing ROI using data and insights.
- Monitor market trends, customer behaviour, and competitor activity to refine strategies.

##### Vendor Management:

- Manage relationships with marketing vendors, agencies, and service providers.
- Ensure vendors deliver quality work on time and within budget and monitor performance against agreed KPIs.
- Support the selection, evaluation, and negotiation of vendor contracts in line with the Bank's policies.

#### Team Leadership & Collaboration

- Lead, coach, and develop the marketing and brand team to deliver high performance.
- Collaborate closely with other departments, including but not limited to Digital, Products, IT, Compliance, Risk, Customer Experience, and Branch teams.

#### BUSINESS BEHAVIOURS

- Passion:** Committed to excellence, delivering outstanding results and making a positive impact on our customers and stakeholders.
- Teamwork:** Collaborates, mutual respect, and diverse perspectives, to achieve shared success and deliver greater value to the Bank.
- Integrity:** Uphold honesty, transparency, and accountability, ensuring ethical practices in every action.
- Innovation:** Embrace creativity and forward-thinking, continually seeking new solutions to enhance customer experience and drive business growth.

#### QUALIFICATIONS, EXPERIENCE AND COMPETENCIES REQUIRED

- Bachelor's degree in Marketing, Communications, Business, or related field.
- Professional certifications in Marketing are an added advantage.
- Minimum of five (5) years in marketing or brand management, with at least 2 years in digital/financial services marketing.
- Experience in driving Brand Visibility for reputable organizations is highly desired.
- Proven experience managing integrated marketing campaigns and brand strategy.
- Experience managing digital product brands (wallets, apps, fintech, etc.) is highly desirable.

#### THE FOLLOWING DOCUMENTS SHOULD ACCOMPANY THE APPLICATION

- Cover letter, Detailed CV, and Copies of academic documents all as one file.

#### MODE OF APPLICATION

- Online applications addressed to Chief People & Strategy Officer, Pearl Bank Uganda.
- Send application to [hr@pearlbank.com](mailto:hr@pearlbank.com) with the job title as subject.
- Closing Date: **Friday 13<sup>th</sup> February 2026** at 5:00pm.
- Only shortlisted candidates will be contacted.

**Pearl Bank Uganda Ltd is an equal opportunity employer**