

# 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 – WENDI

### REPORTS TO: HEAD MARKETING & COMMUNICATIONS

#### JOB PURPOSE

- The Brand & Marketing Manager- Wendi is responsible for building, positioning, and scaling the Wallet Wendi brand while supporting user acquisition, engagement, and transaction growth.
- The role holder will lead brand building, growth marketing, digital acquisition, and ecosystem activation to ensure Wallet Wendi achieves strong market adoption, relevance, and trust. The role holder will also translate the fintech strategy into compelling brand narratives and data-driven marketing initiatives that accelerate usage and commercial performance.

#### KEY RESPONSIBILITIES /KEY DELIVERABLES

##### Brand Strategy & Positioning (Wallet Wendi)

- Develop and execute the brand strategy for Wallet Wendi in line with the fintech and Digital Financial Services strategy.
- Build a strong, trusted, and customer-centric wallet brand that resonates with target segments (retail, MSMEs, agents, merchants, youth, and digital-first users).
- Define and protect Wendi's brand identity, tone of voice, and messaging across all digital and physical touchpoints.

##### Growth & Acquisition Marketing

- Drive wallet adoption through targeted digital marketing, referrals, partnerships, and activation campaigns.
- Develop and execute customer acquisition, onboarding, and retention strategies. Optimize customer journeys through the entire life cycle.
- Develop a solid data driven growth strategy aimed at increasing Wendi's user base, revenue and brand presence.

##### Campaigns, Content & Digital Engagement

- Plan and execute integrated marketing campaigns across digital, social, in-app, USSD, branch, agent, and partner channels.
- Lead content strategy, storytelling, and messaging that clearly communicates the Wendi Wallet's value proposition.
- Oversee creative development, media planning, and campaign execution with internal teams and external agencies.

##### Product & Feature Marketing

- Work closely with Product and Technology teams to support launches of new wallet features, services, and enhancements.
- Translate product functionality into simple, compelling customer benefits.
- Support merchant, agent, and ecosystem partner enablement through clear marketing materials and campaigns.

##### 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 collaboration with the Head of Marketing & Communications.

##### Performance & Insights

- Track brand health, acquisition metrics, usage, transaction volumes, and campaign ROI.
- Use data and insights to refine marketing strategies.

#### Partnerships & Ecosystem Activation

- Collaborate with partners (merchants, agents, telcos, FinTechs, billers, and aggregators) to drive joint marketing and co-branded campaigns.
- Support go-to-market activities for new partnerships and integrations.
- Strengthen Wendi Wallet's presence across the digital payments ecosystem.

#### Team Leadership & Collaboration

- Lead and develop a high-performing fintech marketing team.
- Collaborate closely with other departments, including but not limited to Digital, Product, IT, Compliance, Risk, Customer Experience, and Branch team
- Ensure all marketing activities comply with regulatory, brand, and risk requirements.

#### 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.
- Experience in driving Brand Visibility for reputable organizations is highly desired.
- Proven experience in growth marketing, digital acquisition, and campaign management.
- Experience working with mobile apps, USSD products, or digital platforms is a strong advantage.
- 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 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**