

JOB DESCRIPTION

Marketing & Products Officer



Purpose

The **Marketing & Products Officer** is responsible for executing FinCorp's brand, market growth, sponsorship, CSR, and on-ground marketing activities across branches, agents, and partner networks. This role supports the delivery of Growth, Customer and Financial Inclusion objectives by ensuring consistent brand presence, strong regional activation, effective campaign rollout, and visible market engagement in alignment our 2026–2028 strategy and Business Plan 2026. The position focuses on operational excellence, field execution, and stakeholder coordination.

Role Dimensions

Reports to: Head of Marketing & Products
Department: Transformation
Job Level: O1
Location: **Head Office**
Direct Reports: Nil

Person Specifications

Minimum:

- Certificate or Diploma in Marketing, Communications or related field.
- 3+ years' experience in marketing, promotions, or brand activation.
- Experience coordinating campaigns across multiple stakeholders.
- Strong organisational and vendor management skills.

Preferred:

- Experience in financial services or regulated industry.
- Experience coordinating regional marketing activities.
- Experience working with branches, agents or dealer networks.

Core Competencies

- Innovative
- Planning & Organisation
- Interpersonal sensitivity
- Action oriented, personal motivation & high energy level
- Quality orientation
- Strong execution discipline
- Planning & coordination
- Stakeholder management
- Attention to detail
- Commercial awareness
- Cost-conscious mindset
- Initiative and accountability
- Ability to travel and operate in regional markets
- Excellent oral and written communication

Role Specific Areas of Responsibility

Operational:

A. Branch & Market Activation

- Coordinate and execute branch-level marketing campaigns in line with annual campaign calendar.
- Support activation of new satellite branches and agent points of representation.
- Roll out brand guidelines across branches, ensuring visual and messaging consistency.
- Coordinate production and distribution of POSM, signage, collateral and promotional materials.
- Travel to provinces to support launch events, dealer activations, payroll partnerships and roadshows.
- Support sales-driven campaigns aligned to unsecured and secured lending targets.

B. Traditional Media & Public Visibility

- Coordinate traditional media placements (print, radio, billboards) in collaboration with the Head.
- Manage supplier relationships for advertising production and placements.
- Ensure campaign materials are deployed accurately and on time.
- Monitor brand representation across external media and report inconsistencies.

C. Sponsorship & CSR

- Coordinate implementation of approved sponsorship agreements.
- Manage CSR activations and community engagement initiatives.
- Ensure sponsorship branding and event visibility align with FinCorp standards.
- Track sponsorship deliverables and provide execution updates to the Head.
- Maintain a sponsorship and CSR activity tracker aligned to annual plans.

D. Financial Inclusion & Regional Outreach

Aligned to Customer Pillar objectives - Business Plan 2026

- Support awareness campaigns in SMEs, agriculture catchment areas and underserved regions.
- Assist with payroll partnership launches and regional employer activations.
- Coordinate field marketing logistics for financial literacy and inclusion campaigns.
- Support branch utilisation of campaign materials and messaging.

E. Campaign Execution Support

- Execute approved marketing campaigns across physical channels.
- Coordinate printing, procurement and supplier engagement.
- Ensure campaign rollout timelines are adhered to.
- Provide campaign execution updates to DCX Coordinator for reporting and analytics.

F. Brand Governance & Compliance Support

- Ensure brand consistency across branch, agent and partner touchpoints.

	<ul style="list-style-type: none"> • Maintain updated brand asset library for branch usage. • Escalate any brand misuse or inconsistency to the Head. • Support compliance with regulatory advertising standards. <p>G. Administration & Operational Discipline</p> <ul style="list-style-type: none"> • Assist with vendor coordination and procurement documentation. • Ensure marketing costs remain within approved budgets. • Maintain campaign files and documentation for audit purposes. • Comply with WHS, ISMS and internal policies.
Key Performance Indicators (Indicative)	<ul style="list-style-type: none"> • Timely rollout of all approved branch and field campaigns. • Brand compliance across 100% of branches and satellites. • Successful activation of new satellite representation points. • Effective execution of sponsorship and CSR commitments. • Delivery of regional financial inclusion campaigns. • Reduction in campaign execution delays. • Support measurable uplift in branch-driven campaign outcomes.
Administration/People Management:	<ul style="list-style-type: none"> • Demonstrate and promotes teamwork. • Ensure all company H.R. policies and procedures are adhered to. • Ensure all external/internal clients are attended to with high respect and professionalism • Ensure a high level of public relations is projected and maintained at all times. • It is the responsibility of each employee of FinCorp, as well as relevant adjunct business partners, to adhere to the ISMS Policy.
Communication/Business Development	<ul style="list-style-type: none"> • Assist in developing and implementing marketing strategies taking into account current advertising trends and available resources. • Ensure effective communication is made between internal and external customers/clients for effective advertising objectives. • Provide feedback to staff and management on all new products and marketing plans. • Ensure that I.T. usage is maximized and that paper-based usage is minimized.
Workplace Health & Safety:	<ul style="list-style-type: none"> • Maintain a co-operative and supportive approach to WH&S in the workplace, including working in a healthy and safe manner. • Report any unsafe conditions, injuries or potential for injuries that come to your attention to your Dept. Manager. • Follow FinCorp policies and procedures