

## VACANCY

### MARKETING MANAGER - HEAD OFFICE - DURBAN

Applications for interested and suitably qualified candidates are invited in respect of the above vacancy.

#### CORE PURPOSE OF THE JOB

To strategically plan, develop, and execute marketing initiatives that promote the Bank's products and services, ensuring brand growth, market penetration, and alignment with Shariah principles, ultimately contributing to the Bank's overall growth and profitability.

#### MAIN FUNCTIONS OF THE JOB

- **Strategic Marketing Planning:** Develop and implement a marketing strategy that aligns with business goals and market opportunities while adhering to Shariah principles.
- **Brand Management:** Oversee the development and maintenance of the bank's brand, ensuring consistency across all channels.
- **Campaign Management:** Plan, execute, and manage marketing campaigns across digital, print, and social media platforms.
- **Customer Relationship Management (CRM):** Develop strategies to improve customer engagement and retention using data analytics for personalized marketing.
- **Stakeholder Collaboration:** Coordinate with internal departments and manage relationships with external partners for effective marketing execution.
- **Digital Marketing and Innovation:** Lead digital marketing efforts, keeping up-to-date with the latest trends and implementing new digital tools.
- **Loyalty Programs:** Develop Shariah-compliant loyalty programs, focusing on customer retention and value creation.

- **Corporate Social Responsibility (CSR):** Oversee the Bank's CSR strategy, ensuring it aligns with Islamic values.
- **Management of Budget Control:** Manage and allocate the marketing budget, ensuring adherence to financial controls.
- **Advertising and Media:** Liaise with advertising agencies, manage media relations, and oversee communication initiatives.

### **QUALIFICATIONS**

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Certification in Islamic Finance or Shariah Compliance is an advantage.

### **PREFERRED EXPERIENCE**

- 7-9 years of marketing experience, with 2-3 years in a managerial capacity.
- Experience in banking or financial services, particularly in Islamic banking, is highly desirable.
- Experience in media communications / Public speaking.

### **KNOWLEDGE**

- In-depth knowledge of Islamic banking principles and Shariah-compliant marketing practices.
- Strong understanding of South African banking regulations and market trends.
- Expertise in digital marketing, CRM, and brand management.

### **NOTE**

- Travel nationally and to events is a requirement of this position.

Al Baraka Bank is an Equal Opportunity Employer. Applicants from the previously disadvantaged groups and people with disabilities will be given preference.

Kindly forward your CV to [stephanie@albaraka.co.za](mailto:stephanie@albaraka.co.za)