

JOB PROFILE

Position Title:	Manager, Brand & Events
Available position/s:	1
Division:	Marketing & Corporate Communications
Location:	Head Office
Reporting to:	Director Marketing, Corporate Communications & Citizenship
Job Reference No.	NBK/MKT/01/2025 – Re-advertisement

Position Scope:

This position is responsible for developing, implementing and executing Brand strategies and plans to increase Brand visibility, awareness and engagement and stakeholder management under the leadership of the Director – Marketing, Corporate Communications & Citizenship. It works closely with the Marketing and Corporate communications teams respectively to develop Brand strategies and monitor their execution.

Key Responsibilities:

- Brand Champion. They are responsible for the development of Brand plans that are in line with the Corporate Brand image, promise, values, ethos and guidelines.
- Aligns Brand engagement and collateral to ensure delivery of the Brand guidelines.
- Is a Brand steward and assesses the Brand perception with key Bank stakeholders.
- Aligns Brand messages to position the Banks as an award winning and thought leader in the industry.
- Manages the Brand image to the internal stakeholders to effect a positive Brand culture and maintain the corporate image.
- Appoints and trains Brand Champions to align Brand communications to each of the Bank's outlets.
- Develops Brand initiatives and strategies in the organization that are in alignment with the Business ideals and Brand goals.
- Manages the Brand look and feel across the Banks customer touchpoints, including Branches, Agents, ATMs, digital forums, etc.
- Evaluates stakeholder engagement and assesses strategic Brand engagement tools to increase Brand advocacy.
- Strategic internal customer engagement to enhance Brand culture.
- Develop and manage Brand collateral in line with the Banks guidelines and target audience.
- Align Bank visibility tools to Brand guidelines as well as County government standards.
- Identify and build partnerships with Vendors to ensure delivery of collateral in line with Group Procurement guidelines.
- Develop Brand strategies and plans to boost Brand perception.
- Development of the Brand budget for the financial year.

Education/Professional Qualifications, Skills & Experience:

- Bachelor's degree in marketing or a business-related field from a recognized University.
- Professional qualifications in CIM
- Master's degree in a Business-related field from a recognized University is an added advantage.
- A minimum of 5 years' experience in Marketing / Brand.
- Strategy formulation and execution.
- High Relationship management skills.
- Passionate, dynamic and ability to adapt quickly.
- Strong commercial acumen and analytical skills.
- Team player and ability to deliver with cross functional teams.
- Planning, budgeting, forecasting and good follow-through to ensure delivery of the Brand plans for the year.
- Negotiation and stakeholder engagement.
- Excellent interpersonal, communication and negotiation skills.
- Ability to make operational and routine decisions in a timely and effective manner and to be accountable for decision making within departmental and role allocation.
- Able to withstand strategic and operational challenges and maintain momentum.
- Manages emotions in a mature and composed manner as expected.

How to Apply:

- Send your CV and application letter showing how you meet the role requirement stated above to: Recruitment@nationalbank.co.ke by **Friday, 31st October 2025**
- Indicate Name & Job Reference No. NBK/MKT/01/2025 on email subject.
- Please note that applications received after the deadline will not be considered.
- Only shortlisted candidates will be contacted for the next stage/s of the process.