



## Job Description

*Branch Marketing Consultant, Unifi Credit Uganda*

<b>Title:</b>	<b>Branch Marketing Staff</b>
Remuneration:	TBA depending on candidate experience
Start date:	February 2023 onwards
Place of work:	Main Street - Jinja, Uganda
Reporting to:	Marketing Manager
Requirements:	Work experience in a people facing marketing or advertising role preferred but not required.

### About

Unifi is a fast-growing multinational fintech company that specialises in personal lending products with the goal of making our clients' lives easy!

### The Role

The role is an entry level position that is ideal for a person that wants to grow their career in sales and marketing. The ideal candidate will be a passionate people person with an outgoing personality. We are looking for someone that will actively build relationships with clients to market our products and will be required to relentlessly engage with customers via a combination of direct marketing, networking events, cold calling and flyer distribution. Successful candidates will be rewarded with general incentives in addition to their base pay.

### Responsibilities

#### 1) Marketing activities

- a. Identify prospective customers, lead generation and conversion.
- b. Map potential customers and generate new market leads.
- c. Maintain contact with clients to ensure an opening for future business offers and follow up after conversion.
- d. Development and implementation of monthly / weekly work plans and performance reports.
- e. Build customer relationships and maintain levels of customer service.
- f. Maintain client pipeline list and follow up
- g. Run presentations and client acquisition initiatives
- h. Assist in running public networking events and giveaways
- i. Work closely with the team to assist in the rollout of client acquisition.

#### 2) Other

- a. Assist branch manager with ad hoc duties
- b. Help make Unifi a cool company!

Apply with curriculum vitae attached to: [careers@ug.unifi.credit](mailto:careers@ug.unifi.credit)

Deadline to apply: 30<sup>th</sup> January 2023