



## Job Description

*Branch Marketing Consultant, Unifi Credit Uganda*

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| <b>Title:</b>  | <b>Marketing Consultant</b>  |
| Remuneration:  | TBA depending on candidate experience  |
| Start date:    | ASAP   |
| Place of work: | Kampala, Uganda  |
| Reporting to:  | Branch Manger  |
| Requirements:  | Work experience in direct marketing and sales. A university degree preferred but not required. |

### About

Unifi is a fast-growing multinational financial technology company that specialises in personal lending products that helps make people's lives easy. Our products are backed by a strong IT and data team that ensures we continue to deliver exciting products that are tailored specifically to our client's needs.

### The Role

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. Excellent written and verbal communication skills are a must. The candidate must also be highly organised and be able to assist the marketing manager with admin and other ad hoc tasks.

### Responsibilities

#### 1) Marketing activities

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

#### 2) Other

- a. Understanding the sales process and dynamics.
- b. Excellent interpersonal and communication skills both oral and written.

- c. Result oriented, focused and confident.
- d. Strong communication, problem solving and organizational skills.
- e. Work with the branch team to implement and execute the sales process and meet the monthly targets.
- f. Proficiency with MS office applications including PowerPoint.
- g. Make Unifi a cool company to work at.

If you meet the above requirements and interested in accelerating your career, please share an updated resume / CV by 26<sup>th</sup> May to [careers@ug.unifi.credit](mailto:careers@ug.unifi.credit)