



Financing a Better Future

Yako Bank (U) Limited was incorporated in the Republic of Uganda in 2010 and licensed as a Credit Institution by the Bank of Uganda in 2020. In September 2015, Yako got its license to operate as a deposit-taking institution and started operations under Yako Microfinance (U) Limited. It upgraded to a Credit Institution in 2020 and was licensed to operate as Yako Bank (U) Limited. Different shareholders own Yako Bank which has been licensed by the Bank of Uganda to provide savings and lending products to different clients.

To meet the needs of its growing customer base, the Bank is seeking to recruit a dynamic, self-motivated, result-oriented professional to fill the following position;

Digital Communications Officer.

This position reports directly to the Business Development Manager and it will be based at Head Office.

Role of the Job.

The job holder will be responsible for creating institutional awareness brand loyalty, visibility of the bank through social media, and managing real-time interactions whenever the need arises. This will improve and increase the bank's digital footprint locally and in the region at large.

To provide innovative digital communication support to the Bank across various platforms to ensure timely and effective engagement of Stakeholders.

Key Result Areas.

- Develop media content for all the Bank's online platforms
- Manage all digital stakeholder engagements for the bank
- Manage relationships with digital contractors and suppliers
- Prepare and distribute electronic communications including e-promotional materials, e-invites, and information updates for the bank activities and events
- Provide responses to digital media inquiries.
- Prepare digital advertising materials as required in liaison with the Creative Agency
- Review market and industry research and present innovative ideas to help drive growth in website traffic and increase user engagement and interaction for the Bank

- Conduct regular visits to social media engines and ensure timely issue closure of all queries/inquiries.
- Regularly checks the validity of the digital content on all social media platforms and makes timely clarification where applicable
- Implement digital communication strategies for the Bank
- Manage and update content on the website and other Bank digital platforms
- Develop program management schedules to ensure real-time updates of news, events, and activities of the bank

Required Competencies.

- Bachelor's degree preferably in mass communication or a relevant degree from a reputable education institution;
- A minimum of 3 years experience in digital communications or a similar role, preferably in the banking or service industry.
- Creative design skills will be an added advantage

Personal competences

- Excellent communication and presentation skills
- Excellent digital content development skills
- Customer orientation and adaptation
- Ability to multi-task, prioritize, and manage time effectively
- Excellent interpersonal skills
- Tech-savvy and agile

Applications:

Suitably qualified candidates should address their application to the Human Resource & Administration Manager, Yako Bank, Forest Mall Lugogo, Kampala, Uganda, and email it to hr@yakobank.com as well as photocopies of academic testimonials, and a CV. The CV should include telephone contacts and email addresses of three referees, one of who should be the most recent employer.

The closing date for submission of the applications is **24th January 2025**. *Only shortlisted candidates will be contacted.*

Please note that in line with the bank's procedures, no job offers are made online.