



## ADVERTISEMENT FOR VACANT JOBS

The Microfinance Support Centre Limited (MSC) was incorporated in 2001 as a company limited by guarantee, as part of GOU's effort to promote access to affordable financial services for increased employment and wealth. The company offers affordable finance through its network of 13 regional offices spread throughout the country as well as through its networks of over 160 Agency SACCOs. It gives priority financing to enterprises in the agricultural value chain namely: production, value addition and marketing. Besides credit, MSC provides capacity building to its clients including SACCOs, Groups and Cooperative Unions to enable them enhance their sustainably.

Following the process of corporate renewal that the Company is undertaking, MSC seeks to recruit suitably qualified and highly skilled persons with integrity, energy and a strong passion to create wealth and have a real impact on the lives of active poor Ugandans. MSC, therefore, wishes to fill the following vacant position(s) in its establishment.

**Position:** Products Development and Marketing Manager (1)

**Reports to:** Head Business Development Services

**Purpose:**

To develop, promote, review and implement a sustainable and efficient marketing strategy for MSC that drives and maintains the relevance of the organization.

**Key Result Areas:**

1. Design, develop and roll-out of MSC business marketing strategy
2. Design and develop MSC products and services and support the roll-out of the Company's programs
3. Review and refine existing MSC Products and Services
4. Design MSC Product and Service campaigns to support business growth.
5. Leadership and people development of the team in the business area
6. Assess the impact of MSC products and services in the field

**Key Accountabilities /Key Tasks:**

- Manage the marketing, product and business development function
- Develop the marketing communications plan, engage and interest clients in MSC products and services
- Develops structured marketing campaigns and packages products and services to achieve sales and market share targets.
- Resolves marketing and communication requests and inquiries
- Monitors performance against the marketing strategic plan, reports and takes corrective action against significant deviation
- Promotes the delivery of high-quality service standards to clients.
- Develops standard products and services training materials, and communication packs to deliver MSC products and services in the field.
- Identifies appropriate advertising and media agencies to implement the market strategy.
- Ensures the development of brochures, flyers, and advertisements to promote products & services and the organization.



- Establish an effective Market Information System/database of clients and competitors.
- Undertake market research on competitors, analyse current and future services & products

**Qualifications and experience:**

- Honours degree in any of the following fields; Business Administration, Economics, Commerce, Development Finance or any other related discipline from a recognized University / Institution.
- Professional certification such as CIM could be accepted in lieu of the 1<sup>st</sup> degree
- Master's degree in the above fields from a recognized University / Institution.
- Eight (08) years of progressive working experience in business development services Credit Management or related fields with at least 4 years of related work experience at the middle management level.
- Wide experience working with community leaders as well as local Governments
- Proven experience in promoting Government programs
- Membership to a financial services sector professional association will be an added advantage.
- Possession of relevant computer skills is a must.

**Competencies/Person Specifications:**

- Excellent networking skills
- Ability to lead teams
- Ability to demonstrate excellent interpersonal relationship Skills.
- Ability to inspire, motivate and influence at all levels of partnerships.
- Ability to demonstrate assertive behaviour, a creative, innovative & self-motivated person.
- Ability to demonstrate business acumen with the flexibility and creativity to achieve results, a person of Innovation and flexibility in marketing and PR
- Ability to generate new ideas, and solutions and develop creative approaches.
- Ability to work cooperatively with others to be part of a team.

Candidates with the requisite qualifications and experience should send their applications with detailed Curriculum Vitae together with copies of certified academic certificates with at least 3 referees in properly sealed envelopes to the address given below clearly stating the job title applied for on the top right-hand corner, to be received no later than **15<sup>th</sup> March 2024 at 05:00 pm**. Applicants are encouraged to submit their job applications earlier before the closing date. Shortlisted candidates will be informed of the status of their applications by March 25, 2024.

**Job Applications should be addressed to:**

The Recruitment Specialist  
The Microfinance Support Centre Limited,  
Plot 32, Nakasero Road  
P.O. Box 33711 KAMPALA

At the point of submission of the job application, applicants will be required to fill out a Job Application Summary Form. MSC is an equal opportunity employer and is open to a transparent recruitment process. Any form of lobbying /canvassing for support will lead to the automatic disqualification of the concerned candidate. Submission of falsified academic documents and/ or false information regarding their experience and qualifications will lead to automatic disqualification and possible prosecution.