



VisionFund Tanzania Microfinance Bank Ltd (VFT MFB) formerly known as SEDA is a fast growing and reputable Micro Finance Bank (MFB), has a loan book of more than TZs. 44 billion and more than 60,000 customer base, more that 5,000 of them being small holder farmers. VFT-MFB is seeking to employ a dynamic and committed Tanzanian young men & women who have passion for people's economic development to fill in the vacant position detailed here below;

## **1. Position: Digital Marketing Officer**

### **Work Reference No. 19/24**

**Reporting to:** Marketing and Communication Manager

**Alternate (Administrative reporting line):** Head of Business Development & Innovation

### **Responsibility:**

- To maintain and constantly update all digital platforms that reflect the needs of the VFT Microfinance Bank Ltd and Group.
- Push product communication and campaigns, which supports the business of both the country and the VFT International – liaise with VFT Global on best digital communication arrangements for brand visibility.
- Work on showcasing VFT impact to the community via the microfinance business
- Project the brand positively and effectively in the digital space
- A website coordinator works as an administrator to develop websites, managing content, maintaining web design and answering visitors' questions. Improve the page with Impact landing page, Blog to share financial inclusion, bancassurance and other products communication. Good attention to detail, creativity and knowledge of information technology are all highly sought-after qualities in a website coordinator.

### **Main tasks:**

- Create specific Product Marketing plans for VFT products and services such as savings accounts, loans, Bancassurance services etc. and execute them in conjunction with the Products & Business Units.
- Ensure all the current social media handles for VFT are secured and verified
- Attend to any other assignment as assigned by the Supervisor.
- Proper Filing for all statements, Outgoing TTs for future references.
- Develop and execute Internal Communications Campaigns driven by digital platforms
- Work on user interface branding for all the digital transaction channels (Mobile app, USSD, partner payment systems, internet banking etc)
- Writing and editing content. Work with Business Units to develop appropriate marketing content for both existing and new products/services applicable to local operating environment
- Designing webpage layout and deciding how site's content will be delivered to the Internet.
- Testing different browsers and ensuring people with different computers can access a website to increase traffic on the website
- Drive Digital Marketing Activations for business acquisition and revenue generation
- Scan the market for opportunities to leverage the VFT Microfinance Bank Ltd Bank Brand visibility and awareness in the digital space.
- Support the Call Centre team – integrate the activities with the social media and website, make it easy for call Centre to answer all the customer queries
- To track all the VFT brand mentions to maximize the visibility
- Support in developing and executing Marketing strategy, budget, policies, and procedures for the smooth operation of the department
- Work on HR creatives and other units graphic creatives to communicate bank's brand

### **Requirements**

- Bachelor's degree in Marketing, Business, or any related field.
- 2+ years of working experience in digital marketing especially in the financial industry.
- Exposure to multi-faceted, strategic marketing responsibilities a plus.
- Highly motivated, organized, self-starter who thrives in a fast-paced environment.
- Be able to work under pressure and prioritize accordingly.
- Best in creative writing and storytelling.
- Strong analytical skills and data-driven thinking.
- Growth-minded, lateral thinker, eager to learn so that he improves overall marketing executions.
- A better understanding of multimedia designs.
- Basic understanding of creative application and website management
- Knowledge of using Google Ads, Facebook Ads, insta Ads, and LinkedIn Ads
- Solid experience of using website analytics tools (e.g., Google Analytics, Search Console and Tag Manager).

**Other attributes:**

- Drive for results.
- Ability to challenge at all levels and not be easily influenced.
- Problem solving/decision making.
- Team player/flexibility.
- Presentation skills.
- Business awareness.
- Project management.

**About our working environment & organization culture:**

VisionFund Tanzania Microfinance Bank has a calm and harmonious working environment where staffs are highly valued. Good work is recognized and rewarded accordingly and there is an opportunity to grow professionally and spiritually.

VisionFund Tanzania Microfinance Bank takes our Safeguarding responsibilities seriously and is committed to providing an environment that is safe from harm or abuse for adults, including clients, as well as children. Candidates will undergo criminal record and background/ reference check prior to employment.

**Female applicants are particularly encouraged to apply!!****Mode of Application:**

Interested and suitably qualified individuals should;

1. Forward their application letter, attaching certified copies of their academic and

professional certificates, detailed CV's with three referees and National ID to [application@vftz.co.tz](mailto:application@vftz.co.tz)

1. All applications should be addressed to;

**The Chief Executive Officer,**

**VisionFund Tanzania Microfinance Bank Limited**

**P.O. Box 1546,**

**Arusha, TANZANIA.**

1. The position should be the subject of the email application.
2. The deadline for the application is on 28<sup>th</sup> December, 2024.

**N.B. Only short-listed candidates will be contacted.**

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## **2. Position: Risk and Compliance Officer**

### **Work Reference No. 18/24**

**Reporting to:** Senior Compliance Officer

**Alternate (Administrative reporting line):** Regional Manager

### **Responsibility:**

The purpose of this role is to establish, implement and enforce a robust bank wide Compliance Risk Management Framework and systems (policies, processes and tools) covering Legal and regulatory compliance and AML Compliance. Ensure compliance with Bank's policies, guidelines & procedures; Banking and Financial Institutions Act, BOT Regulations and other regulatory directives; Anti Money Laundering Act, Anti Money Laundering Regulations and Guidelines. Ensuring that the Bank is not used as a conduit by money launderers and or terrorism financiers and also to protect the integrity of the Bank

### **Main tasks:**

- Work with Senior Compliance to implement Compliance Monitoring Plan in the respective region.
- Monitoring and reporting all cases relating to violation of all VFT MFB policies and procedures as well as legal and regulatory requirements
- Conduct training to VFT-MFB staff on bank policies and procedures, legal and regulatory i.e. AML
- Monthly reporting list of names of VFT staff who violates KYC requirement to Senior Compliance Officer
- Advice the bank on the compliance status with the regional operational policies, local policies and procedures as well legal and regulatory requirements (BOT, FIU, TRA, COMPANY, LABOUR, etc.)
- Review and report operational non-compliance issues such as data input, reconciliation, abnormal approvals and withdrawals.
- Analyze trends in branch reports falling in their respective regions to enable timely detection of anomalies in operations including frauds.
- Reporting confirmed and potential fraudulent activities that comes to their attention and monitor status of recovering of such frauds at their Business Centers
- Assist Senior Risk Officer in the identification of risks, and updating of risk register, monitoring and reporting

- Conduct testing of internal risk and compliance controls including security devices
- Act as a focal person for healthy and physical security of the regional business center.
- Conduct trainings on risks, physical security and safety, AML and all compliance matters that affects the bank to new and existing staff
- Communicate compliance issues to BCM of specific Business Center

### **Requirements**

- University degree in Law, Business Management, Banking or related disciplines with knowledge on compliance software/applications.
- Experience with Banking/Financial Institution operation,
- Enterprise risk management
- Understanding of impacts of money laundering to economy and on financial systems
- Strong analytical skills, paying careful and particular attention to detail, and also have an investigative mindset

### **Other attributes:**

- Highly developed sense of reliability and correctness
- Is an effective trainer
- Very good communication skills
- Possess Innovative and analytical skills
- Very good planning skills
- Good team player
- High level of Integrity and Ethical
- Must have above average skills in using Micro Soft office applications
- Must be a self-starter, highly motivated, organized, and detail-oriented

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### **3. Position: Marketing and Communication Officer**

#### **Work Reference No. 20/24**

Reporting to: Marketing and Communication Manager

Alternate (Administrative reporting line): Head of Business Development Innovation

#### **Responsibility:**

The role is responsible for building the brand equity and affinity of the VisionFund Tanzania Microfinance Bank's brand and for enabling business growth through the development and execution of Through the Line and Tactical marketing campaigns. This includes advertising and promotions, media and public relations, event

management, sponsorships, corporate brand management and corporate communications.

### Main tasks:

- Create specific Product Marketing plans for VFT products and services such as savings accounts, loans, Bancassurance services etc. and execute them in conjunction with the Products & Business Units.
- Plan and execute promotion campaigns to foster the sale of products and services.
- Support in developing and executing Marketing strategy, budget, policies, and procedures for the smooth operation of the department.
- Managing, tracking, analyzing, and recommending growth strategies such as promotion and visibility for brand to increase market share.
- Identifying suitable external partners and agencies to undertake activities such as external advertising, promotions, and marketing research.
- In liaison with other departments plan and develop appropriate brand positioning for existing product and new products and services.
- Undertaking market and consumer research inform competitive market positioning and customer satisfactions.
- Development of communication strategies for new products and re-positioning of existing products.
- Reviewing and recommending sponsorships and events participations.
- Support aggressive bank growth strategies for customer recruitment & retention, deposit mobilization and growth of the loan book
- Manage communication with key stakeholders (internal staff, customers, Board etc).
- Manage relationships with marketing and communication partners
  
- Work with the Marketing Manager on all PR requirements.
- Create communication plans and in the development of marketing and communication materials
- Create and upload content for the VFT website
- Enforce brand guidelines for all communications
- Secure quotations, seek approvals, issue LPOs and follow up on payments for all invoices.
- Develop and maintain an invoice register and note invoices received monthly to assist in monitoring advertising and promotional expenses.
- Prepare a monthly expenditure report for all Marketing Expenses

### Academic qualifications & Experience

- Marketing, Public Relation, Communications or other related degree.
- 2-3 years' marketing & communication experience working in FMCG, Telco or Banking industries or a major Advertising Agency with hands-on functional experience.
- Digital marketing experience would be an added advantage.
- Leadership skills with good interpersonal skills.
- Smart, articulate, intelligent with attractive personality and impeccable communications skills.
- Ability to make decisions.
- Time management skills.
- Self-drive with ability to relate well with all staff across the hierarchy.
- Customer centric/focused.
- Should possess sound organizational and planning skills with good attention to details.

#### Other attributes:

- Leadership skills with good interpersonal skills.
  - Smart, articulate, intelligent with attractive personality and impeccable communications skills.
  - Ability to make decisions.
  - Time management skills
  - Should possess sound organizational and planning skills with good attention to details.
  - Excellent writing and editing skills in both English and Swahili
  - Experience in social media management and websites (a plus)
2. Drive for results.
  3. Ability to challenge at all levels and not be easily influenced.
  4. Problem solving/decision making.
  5. Team player/flexibility.
  6. Presentation skills.
  7. Business awareness.
  8. Project management.

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