

RECEPTIONIST & MARKETING OFFICER

JOB DESCRIPTION AND RESPONSIBILITIES

Nature and Scope

The receptionist & marketing officer (RTMO) is responsible for the operation and administration of the Bank's registry, greeting and making customers feel welcome, and assisting the marketing team in implementing various marketing strategies and campaigns to promote the bank's products and services. The nature and scope of the work of the RTMO therefore contributes to the achievement by the Bank of the following objectives:

- Act as liaison between clients and bank personnel and effectively promote and market the credit and other services of the Bank in a professional manner.
- Ensure that all clients serve in professional manners and leave the office happy.
- Ensure to assist the marketing team to promote the bank's products and services.

General Responsibility -Basic Function

The Receptionist & Marketing Officer is responsible for the efficient and effective operation of the activities of the Administration and Secretarial Section. The Officer is responsible to the Corporate Service Manager.

Specific Responsibilities

Administration & Secretarial Section

1. Greeting customers by name and welcoming them to the bank, offering them help with their banking needs
2. Managing security and telecommunications system
3. Providing general information to customers about products and services offered by the bank
4. Answering all incoming calls and redirect them or keep messages
5. Handling queries and complaints via phone, email and general correspondence
6. Preparing bank statements for individuals or businesses that hold accounts at the bank
7. Register all incoming and outgoing correspondences
8. Taking care of many administrative duties of the bank.

Marketing Section

1. Assist in compiling and distributing information such as website and social media analytics
2. Assist in monitoring the Bank's social media accounts, creating content and responding to messages
3. Assist in analyzing questionnaires
4. Assist in contributing ideas to marketing campaigns
5. Assist in compiling and distributing financial information
6. Assist in writing marketing and website text
7. Assist in organizing presentations and events
8. Assist in assisting with promotional activities
9. Assist in liaising with customers/external agencies
10. Assist in helping to organize market research.

Qualification and Experience

Candidate for this position should hold a Certificate in Management, secretarial or Marketing or higher qualification from a recognized tertiary institution and at least three years work experience in an administration/secretarial/marketing position.

Candidates without the required tertiary qualification but who have had at least 2-3 years' work experience in the personnel management, administration/ secretarial or marketing field may also be considered.