

JOB VACANCY ANNOUNCEMENT

COPEDU PLC is a trading company engaged in savings and credits. It was registered as a trading company in the Development Bank (RDB) on February 21, 2013, and licensed by the Central Bank of Rwanda (BNR) on 13/03/2014 to operate as a microfinance institution in Rwanda.

COPEDU PLC wishes to encourage all qualified, capable, and interested candidates to apply to the position of **Marketing and Products Innovation Manager**.

Department: Business & Financial products innovation

Reports to: Head of Business & Financial products innovation

Location: Kigali

General Description:

The Products Innovation & Marketing Manager will lead the design and implementation of strategic initiatives aimed at enhancing service quality, product development, technological innovation, and client-centric growth at COPEDU PLC. This role requires anticipating future customer needs and identifying new opportunities for the organization's expansion and profitability. This position reports directly to the Head of Business and Financial Innovation and collaborates with other business units to support the institution's innovation and marketing agenda

Key Responsibilities

- Develop and execute comprehensive marketing plans, including market research, target segmentation, and advertising strategies.
- Oversee branch-level promotional activities, ensuring alignment with COPEDU Plc's overall marketing objectives.
- Conduct and analyze market research to identify trends, assess competition, and understand customer needs.
- Customer segment base on tailoring marketing strategies and improving outreach effectiveness.
- Promote a savings culture and increase public engagement with the company's financial services.
- Respond to customer complaints promptly, maintain logs, and propose improvements in service.
- Conduct client satisfaction and need assessments, using findings to inform marketing and product decisions.

- Support the creation and refinement of financial products, based on client feedback and market demand.
- Coordinate and contribute to Corporate Social Responsibility (CSR) initiatives to enhance the company's community image.
- Drive customer-centric marketing strategies to increase engagement, loyalty, and satisfaction.
- Lead the development and launch of innovative financial products, ensuring alignment with customer needs and business strategies.
- Collaborate with internal teams to research, test, and refine new products and services.
- Monitor the performance of new products and recommend enhancements to maintain competitiveness.
- Integrate innovation into existing product lines to boost value and market relevance.
- Develop and manage internal and external communication strategies, including digital, print, and event-based channels.
- Oversee the creation of communication materials, such as brochures, website content, press releases, and media kits.
- Maintain strong media relations and ensure consistent, positive representation of COPEDU Plc in public platforms.
- Organize and coordinate events aimed at clients, staff, and the public to strengthen brand visibility and reputation.
- Lead strategic projects and programs related to marketing, innovation, and institutional development.
- Coordinate stakeholder engagement with external research bodies and represent COPEDU Plc at industry events and conferences.

Required Qualifications and Skills:

- Bachelor's Degree in Marketing, or related field.
- Minimum of 3 years' experience in product development, marketing, or innovation in the banking sector
- Proficiency in various marketing and communication techniques.
- Strong negotiation skills with the ability to work effectively with diverse stakeholders.
- Proficiency in Kinyarwanda, French, and/or English, both oral and written.
- In-depth understanding of the market and industry sector.
- Proficient in marketing software and tools.
- Ability to work effectively under pressure.
- A creative, innovative, and visionary approach to marketing strategies.
- Strong project management capabilities.
- Proven ability to lead teams and manage cross-functional projects.
- High level of integrity and professionalism

All applications must include:

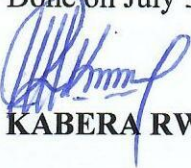
- A motivation letter,
- A copy of the National ID,
- A detailed Curriculum Vitae (CV),
- Copies of academic and professional certificates.

What We Offer:

- Competitive and attractive salary package
- Annual leave allowance
- Long service recognition allowance
- Preferential interest rates on staff loans
- Annual performance bonus based on individual and company performance
- Medical insurance coverage
- Supportive and collaborative working environment
- Opportunities for continuous professional development and career advancement
- Etc..

Candidates are required to complete the online application form at the following link: <https://forms.gle/ZJwsDk5u3BogZ58EA> no later than Friday, 15th August 2025. Only selected candidates will be contacted.

Done on July 30th, 2025.



KABERA RWAGATARE Charles



Executive Director