



Mission

To provide a ladder of opportunity to underserved communities in Rwanda, as we proclaim and live the Gospel of Jesus Christ.

Method

We share the hope of Christ as we provide financial services and biblically based training that restore dignity and break the cycle of poverty.

Motivation

The love of Jesus Christ motivates us to identify with those living in poverty and be His hands and feet as we strive to glorify God.

Marketing Manager

Location: Head Officer, Kigali

Level

Reports To: Deputy Chief Executive Officer(CEO)

DIRECTLY SUPERVISES:
L&ME Officer/Associate
Manager, Marketing
Officers.

JOB SUMMARY

The Marketing Manager provides strategic leadership for Urwego Finance's marketing, branding, product marketing, digital engagement, and channel marketing functions to drive business growth and client impact. The role develops and executes the annual marketing strategy, leads product go-to-market planning, strengthens brand visibility, and equips sales and branch teams with the tools, messaging, and training needed to support deposit mobilization and product uptake. Through strong cross-functional collaboration, the Marketing Manager ensures alignment between marketing initiatives, business objectives, and Urwego's mission and values.

RESPONSIBILITIES

1. Strategic Leadership and Team Management

- Lead the annual marketing strategy and execution plan aligned to mission and business objectives; monitor performance and optimize delivery.
- Ensure marketing activities reflect organizational values and Christian witness across all communications and client engagement.
- Translate market insights and client feedback into actionable plans across products, channels, and digital platforms; partner cross-functionally to deliver results.
- Lead, coach, and manage the Marketing team, setting clear priorities, KPIs, accountability, and a culture of ownership.
- Develop and manage the Marketing budget, ensuring effective planning and cost control.
- Define and track key marketing performance indicators (KPIs).
- Report on marketing performance, impact, and ROI to senior management.

2. Brand management and Communications

- Own brand strategy and consistency across all touchpoints and collaterals.
- Provide strategic oversight for:
 - Brand visibility and reputation
 - Marketing campaigns and communication themes
 - External and internal marketing communications.
- Approve campaign briefs and creative direction; oversee production quality and timeliness for customer-facing materials.
- Champion ethical, dignified client storytelling and consent practices across all media.
- Ensure alignment with HOPE network-level or partner branding standards where applicable.

3. Digital Marketing and Online presence

- Lead digital marketing strategy, including:
 - Content and design direction
 - Social media presence and engagement
 - Digital campaigns supporting product uptake and brand trust.
- Ensure digital platforms are aligned with institutional objectives.
- Use digital analytics to inform strategy and continuous improvement.

4. Product Marketing

- Lead product marketing strategy across loan, savings, and other products offered by Urwego Finance.
- Collaborate with Product and Business teams to support:
 - New product launches (Go-to Market leadership)
 - Product enhancements
 - Market research and competitive analysis.

5. Digital Banking Channels Marketing & Sales Enablement

- Lead the marketing and sales enablement strategy for Urwego' digital banking channels drive awareness, adoption, active usage, and retention.
- Design and roll out sales enablement tools and training for frontline staff and call center teams.
- Monitor digital channel performance metrics and refine strategies accordingly.

6. Deposit Mobilization & Sales support

- Lead marketing support for deposit mobilization initiatives, including savings campaigns and client education.
- Equip sales and branch teams with marketing tools, messaging, and training aligned to deposit growth objectives.
- Collaborate with Business teams to track campaign effectiveness and impact.

7. LM&E and Client experience oversight

- Provide strategic oversight for the LM&E and Call Center functions.
- Support a culture of listening, responsiveness, and continuous improvement.
- Oversee the use of client feedback from LM&E activities such as satisfaction surveys to inform:
 - Marketing strategy
 - Product improvements
 - Customer experience enhancements
- Champion and oversee a strong internal service culture that ensures excellent service delivery and client protection across all client touchpoints, aligned with Urwego's mission and values.

QUALIFICATIONS

- Personal confession of Christian faith and commitment to the mission and vision of Urwego Finance.
- Bachelor's degree in marketing, Business Administration, Commerce, or a related field.
- Minimum 5 years' experience in marketing, with at least 2 years in a leadership role.
- Strong experience in product marketing, sales, branding, digital marketing, preferably for financial services/products.
- Proven people leadership, strategic planning, and stakeholder management skills.
- Excellent oral, written, visual and public communication skills.
- Proficiency in Microsoft Office Programs and digital marketing tools.

Preferred

- MBA or equivalent postgraduate qualification.
- Experience in financial services, microfinance, or development finance.
- Exposure to customer listening, M&E, or customer experience work
- Fluency in Kinyarwanda

HOW TO APPLY

Interested and eligible applicants should submit the following documents to urwegohr@urwegofinance.com not later than 20th October 2026 at 5pm.

Send the documents in one folder and fill in the subject line in the position of Finance Manager.

- Motivation letter explaining your suitability for the position,
- Curriculum vitae with 2 referee names,
- Notarized Academic Documents and certificates,
- Recommendation from your Church,
- Statement of Faith,
- Criminal Record Form if you have it,
- National ID.

Only Shortlisted candidates shall be contacted for the interview.

Done at Kigali on 05/10/2026

For and on behalf of Urwego Finance CBC
HR Senior Manager

