



JOIN OUR TEAM

MARKETING & COMMUNICATIONS MANAGER

Entrepreneurs Financial Centre (EFC) is a leading Microfinance Institution, licensed and regulated by the Bank of Zambia. For over 30 years now, we have served and empowered entrepreneurs with tailor-made financial solutions to help them take the next step in their business.

OUR CORE VALUES

Our Core Values of Purpose, Accountability, Service, Stewardship, Integrity, Ownership, Novelty (PASSION) were carefully selected to reflect our passion and what we stand for as an organisation. These values underpin our Vision and Mission, and guide all our business activities, actions, and behaviours. All our business decisions are based on these values.

OUR CULTURE AND OUR WORK ENVIRONMENT

We are passionate about our business, the people behind our success, and our clients. We are a performance-driven and result-oriented organisation. Our culture of open communication and trust propels us to deliver strong results year in, year out. Our work environment is fast-paced and of high intensity, yet highly empowering and highly collaborative. We stretch and challenge every colleague to perform at their highest level and to the best standards and quality. Our reward and remuneration system strongly reflects the premium we place on high performance, and on attracting, developing, and retaining high performing talent.

OUR PHILOSOPHY ON PEOPLE

We are passionate about our people. In everything we do, we start with our people who take care of our clients, who in turn help us deliver sustainable returns for our shareholders. Therefore, we are intent on investing heavily in, and providing a thrilling and best possible career experience for, our people. We want our workplace environment and culture to feel like a second home for our people. An environment where our people know each other. An environment where our people know our Clients. An environment where our Clients know our people.

THE ROLE AND THE CANDIDATE

We are seeking a highly skilled Marketing & Communications Manager with demonstrated expertise in driving brand growth and customer engagement. The role will be central to strengthening EFC's business presence and brand positioning through the design and execution of innovative marketing and communications strategies, while providing leadership across Marketing, Public Relations, Customer Service, and Corporate Communications.

The successful candidate will take direct responsibility for managing digital platforms including social media and the EFC Zambia website, and will build strong, collaborative partnerships with Sales, Business Development, and teams across branches and Head Office to deliver measurable results and achieve business objectives.

Are you interested in adding value to our business? Do you have attributes (skills, knowledge, experience, attitude, character) that squarely match our values, culture and philosophy described above? Will you cope and thrive in a highly demanding yet empowering and rewarding environment? If yes, we invite you to join our team as a Marketing & Communications Manager, based at our Head Office in Lusaka and reporting to the Chief Operating Officer.

You may send your application, including copies of academic & professional qualifications and three professional references via e-mail to joinourteam@efczambia.com.zm. The closing date for receiving applications is Tuesday, 20th January 2026.

Please access and review the [detailed role profile](#) with the [qualification criteria](#) on our website www.efczambia.com.zm as well as the EFC Zambia Facebook and LinkedIn pages.

EFC ZAMBIA: MARKETING & COMMUNICATIONS MANAGER

1. Position Title: Marketing & Communications Manager
2. Department: Operations
3. Job Grade: EFC 4
4. Reporting Officer: Chief Operating Officer

5. Job Summary

The Marketing and Communications Manager is responsible for managing all aspects of Marketing, Communications, Public Relations, and Customer Service, including direct oversight of social media platforms and the EFC Zambia website. This position requires a strategic thinker with strong leadership skills, creative talent, and a passion for fostering positive relationships with customers, stakeholders, and the public.

The Marketing and Communications Manager will be required to maintain and increase EFC Zambia's business and brand positioning in the market through the development of marketing and communications strategies.

The role holder will facilitate the provision of an excellent customer service and promote customer care values throughout EFC. Resulting in, creating engaged customers and facilitating institutional growth.

6. Essential Duties and Responsibilities

i. Marketing Strategy Development

- Develop comprehensive marketing strategies to promote the EFC's products and services, targeting various customer segments.
- Collaborate with management to define marketing objectives and Key Performance Indicators -KPIs.
- Create a strong, collaborative partnership with Sales Teams, Business Development and other functions in branches and Head Office to deliver on targets.
- Identify target markets and segments, and devise marketing campaigns to reach and engage with them effectively.
- Adhere to and manage the approved marketing budget.

ii. Brand Management

- Maintain and enhance EFC's brand image through consistent messaging, visual identity, and brand positioning. Protect the EFC's brand identity, ensuring consistency across all communication channels and materials.
- Ensure brand guidelines are adhered to across all marketing and communication materials.

iii. Marketing Campaign Management

- Plan, implement, and evaluate marketing campaigns across various channels, including digital media, print, events, and community outreach programs.
- Monitor campaign performance metrics and adjust strategies as needed to optimize results and Return On Investment.

iv. Communications and Public Relations

- Develop and implement communication plans to effectively engage with the public, media, stakeholders, and customers.
- Handle media relations, including press releases, media inquiries, and interviews, to maintain a positive public image.

- Identify opportunities for positive publicity and media coverage, such as awards, events, and partnerships.
- v. Market Research and Analysis**
- Conduct market research to stay informed about industry trends, competitor activities, and customer preferences.
 - Use market insights to identify opportunities for product innovation, service enhancement, and market expansion.
 - Conduct or oversee the implementation of qualitative and quantitative research methods to inform marketing strategy and operations to meet performance and strategic objectives.
- vi. Social Media Management**
- Directly manage all social media platforms, including content creation, posting schedules, engagement strategies, and performance analysis.
 - Monitor trends and industry developments to ensure EFC's social media presence remains relevant and impactful.
- vii. Website Management**
- Manage the EFC Zambia website, including content updates, design enhancements, functionality improvements, and SEO optimization.
 - Collaborate with IT and web development teams to ensure the website meets usability and accessibility standards

7. Qualifications /Requirements

- Bachelor's degree in marketing, Communications, Public Relations, Business Administration, or a related field
- Proven experience in marketing, communications, public relations, and customer service, preferably in the banking or financial services sector.
- Excellent written and verbal communication skills, with attention to detail.
- Proficiency in digital marketing tools, social media platforms, website management, and analytics.
- Understanding of customer service principles and best practices.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Commitment to ethical business practices and customer-centric values