

Job Title:	Digital Marketing & Content Creation – Officer	Reports to:	Assistant Manager – Marketing, Brand & Communications
Unit:		Department:	Marketing and Communications
Grade:	Officer	Date:	
Job Holder:		Supervisor:	
Signature		Signature:	

Job Purpose Statement

This role combines strategic digital marketing and hands-on content development. The Digital Marketing & Content Creation Officer is responsible for driving high-impact digital campaigns, managing the bank's digital footprint presence, and ensuring continuity of content creation.

To support the delivery of digital marketing and content activities by preparing briefs, coordinating with agencies, following up on timelines, and assisting in campaign tracking and reporting, ensuring seamless execution of the bank's digital initiatives.

The incumbent will champion website optimization, digital campaigns, content creation, social media presence, and analytics – bringing the CIB Kenya brand to life digitally while supporting visibility, lead generation, and client engagement.

This role is ideal for a proactive, creative, agile, data-driven individual who understands digital media, appreciates visual storytelling, and thrives in a fast-paced environment.

Key Responsibilities

Financial

- Develop and implement cost-effective digital campaigns that support revenue generation across products.
- Track digital campaign spend and ROI across channels (paid search, display, social, email) and propose adjustments to maximize value.
- Support cross-sell and up-sell initiatives using data-driven targeting and personalized messaging.
- Monitor and report on cost-per-lead, conversion rate, and customer acquisition costs from digital activities.
- Support budgeting by forecasting digital media requirements and expected returns.
- Collaborate with product and branch teams to design digital lead-generation strategies with measurable business impact.
- Contribute to business development efforts by aligning campaign messaging to strategic revenue goals and partner promotions.
- Proactively recommend digital channels for product rollouts to reduce offline marketing spend.
- Identify opportunities to reduce agency or vendor costs by handling key content, email, and design tasks in-house.

Customer

- Develop and run highly targeted digital marketing campaigns to attract, engage, and retain customers.
- Create user-centric content that resonates with different client segments, including HNWI's, SMEs, Diaspora clients, and retail customers.
- Manage the bank's digital community, including social media responses, engagements, and customer inquiries – ensuring timely, brand-aligned replies.
- Optimize customer journeys across digital touchpoints (web, social, email) with a strong focus on improving user experience and reducing drop-offs.
- Use feedback, sentiment analysis, and campaign data to continuously refine customer communications.
- Lead the creation and dissemination of informative product content – explaining features, benefits, and how-to-use guides that simplify complex offerings.
- Coordinate customer feedback surveys and interpret digital engagement metrics to uncover preferences and expectations.
- Collaborate with the sales, branch, and product teams to align on shared CX goals and provide seamless digital support for in-branch experiences.
- Segment and target customer audiences effectively, ensuring personalized and relevant communication.
- Monitor and respond to customer interactions on digital platforms, providing prompt and professional support.
- Assist in creation and management of customer satisfaction surveys.

Internal Business Process

- Manage the planning, scheduling, execution, and performance tracking of all digital marketing campaigns – ensuring alignment to product calendars and brand priorities.
- Develop and manage a content calendar across all platforms – coordinating with stakeholders to meet timelines.
- Collaborate with the graphic designer to ensure timely turnaround of digital and visual content in the absence of the designer.
- Serve as the digital brand custodian, ensuring consistency across all visuals, campaign materials, social posts, and email content.
- Liaise with the website maintenance vendor to update and enhance the bank's website – proactively proposing UX/UI improvements and content upgrades.
- Monitor website performance using tools such as Google Analytics, and provide monthly reports on web traffic, user behaviour, bounce rates, and form completions.
- Ensure all campaigns meet compliance, regulatory, and data protection standards, including opt-in/out requirements, disclaimers, and secure links.
- Maintain an archive of creative and campaign assets for ease of reuse and auditing.
- Assist internal departments (e.g. HR, Risk, Branches, EXCO) in the design and distribution of internal communications and branding materials as needed.
- Assist in implementing Always On program monthly editorial calendar to ensure consistent brand presence, achieve strategic objectives and creating original, engaging content to drive interest and build buzz around existing and new services/products.

- Prepare reports on the campaign performance, to measure impact and drive process improvements as required.
- Assist in tracking competitor's digital marketing strategies and techniques to ensure CIB is adopting the latest market trends and best practices .
- Track audience preferences and propose social networks that would be optimal for building brand reputation.
- Support in Implementing the social media calendar for marketing department to engage with customers on all Social Media platforms to address any challenges, ensure alignment to the set strategy, increase customers penetration rate, address complaints and any arising issues to attract potential customers
- Report on financial & budget integrity of spend and assist in preparing insights on ROI of digital marketing activities
- Work closely with the agencies to ensure their understanding of CIB customers different profiles, building strong bonds with external providers to keep business workflow at its best execution.
- Follow all relevant department policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner.
- Follow the day-to-day operations related to own jobs in the team to ensure continuity of work.
- Comply with all relevant CBK regulations, banking laws, AML regulations and internal CIB policies and code of conduct in order to maintain CIB's sound legal position and mitigate any potential risks

Functional responsibilities

- Oversee all digital marketing initiatives, including social media marketing, content development, email campaigns, and SEO/SEM.
- Write, edit, and proofread copy for blogs, social media, email newsletters, and internal publications - ensuring brand tone and clarity.
- Manage the execution of email campaigns (e.g. product launches, client updates, promos), including list segmentation, A/B testing, and performance analysis.
- Develop engaging social media campaigns across LinkedIn, Instagram, Facebook, X, and YouTube - aligned to key themes like product education, financial tips, and brand storytelling.
- Leverage visual storytelling to drive brand affinity - from digital posters and reels to infographics and event videos.
- Support the bank's internal newsletter by writing stories, and coordinating with departments for submissions.
- Ensure brand visibility during key campaigns, events, or sponsorships through timely creative execution across screens, signage, and digital channels.
- Conduct keyword research and implement best-practice SEO strategies across web content, blogs, and new landing pages.
- Execute and manage paid media campaigns (Google Ads, Meta Ads, LinkedIn Campaign Manager) with precise targeting and performance monitoring.
- Track digital KPIs (clicks, reach, shares, bounce rates, CTR, leads) and compile actionable insights for reporting to leadership.

- Stay up to date on emerging tools, platforms, content formats, and audience behavior - recommending new tactics for digital innovation.
- Conduct market and competitor benchmarking to assess how the CIB Kenya brand stacks up digitally, and propose areas for differentiation.
- Prepare regular reports on digital campaigns key performance indicators (KPIs), providing actionable insights to improve future campaigns.
- **Any other support needed as requested by your line manager.**

Key Deliverables

- Consistent, high-performing digital marketing campaigns across all digital touchpoints.
- A vibrant, engaging, and compliant digital brand presence.
- Responsive and evolving website aligned with customer needs and strategic goals.
- Enhanced internal collaboration and marketing projects support.

Our Values

- Customers first
- Integrity
- Agility
- Lead the Market

Job Specification

Education:

- Bachelor's degree in marketing, Communications, Digital Media, or related field

Experience:

- 1-3 years of experience in digital marketing, content development, and website management.
- Portfolio of past digital campaigns, including SEO, SEM, social media, and email marketing, and visual work (required at interview stage).

Skills:

- Proficient in Adobe creative Suite and or any other creator tools.
- Strong understanding of digital marketing concepts, strategies, and best practices.
- Proficiency in digital marketing tools such as Google Ads, Facebook Ads Manager, LinkedIn Campaign Manager, etc.
- Excellent communication skills, with attention to detail.
- Ability to work independently and as part of a team in a fast-paced environment.
- Analytical mindset with the ability to interpret data and generate actionable insights.

Certifications:

- Certifications in digital marketing, such as Google Ads Certification, HubSpot Inbound Marketing, or equivalent, are preferred.

Reporting Relationships: jobs that report to this position directly and indirectly	
Functional Reports	N/A
Administrative Reports	N/A

Stakeholders: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
Internal	All staff
External	N/A

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make <i>(Indicate if it is Operational, Managerial or Strategic)</i>
N/A

Ideal Job Competencies: Technical Competence	
Project Management:	Basic project management skills to organize digital marketing initiatives, set deadlines, and ensure tasks are completed on time.
Google Analytics / Meta Insights / Reporting Tools	Ability to track, analyse, and interpret digital performance using tools like Google Analytics and Meta Insights to drive data-informed marketing decisions. Skilled in creating clear, actionable reports and dashboards.
Digital Campaign Strategy & Execution	Proficient in using digital marketing platforms such as Google Ads, Meta Business Suite (Facebook & Instagram Ads), LinkedIn Campaign Manager, and X (formerly Twitter) Ads.
Social Media Marketing	Ability to create and execute social media strategies that drive engagement, brand awareness, and lead generation.
Search Engine Marketing	Ability to create, manage, and optimize paid search campaigns (PPC) on platforms like Google Ads and Bing Ads. Ability to develop effective bidding strategies, create compelling ad copy, and analyse campaign performance to maximize ROI.
Content Marketing	Strong content creation skills, including writing, editing, and designing content that resonates with the target audience. Experience in managing content calendars, producing blog posts, email newsletters, and social media content that aligns with the brand's voice and objectives.
Email Marketing Knowhow (Mailchimp, Zoho, Salesforce)	Expertise in designing, executing, and optimizing email marketing campaigns. Ability to segment email lists, personalize content, and track metrics such as open rates, click-through rates, and conversions to improve campaign effectiveness.
SEO & SEM (Google Ads, Meta Business Suite, LinkedIn Ads)	Strong understanding of SEO principles, including on-page and off-page optimization techniques.

	Proficiency in conducting keyword research, competitive analysis, and implementing strategies to improve organic search rankings.
Brand Awareness:	Understanding the importance of brand identity and awareness in marketing efforts and the ability to align marketing materials with the bank's brand guidelines.
Communication Skills:	Effective communication skills to work collaboratively with the marketing team and other departments within the bank, as well as to present ideas and updates to supervisors.
Copywriting:	Ability to write persuasive and compelling copy for various marketing materials, adhering to brand guidelines and maintaining a consistent tone of voice.
Data Analytics & Reporting	Strong analytical skills with the ability to interpret data, generate insights, and provide actionable recommendations. Experience in creating detailed reports on key performance indicators (KPIs) such as website traffic, conversion rates, and customer engagement.
Market Research:	Basic knowledge of market research techniques to gather relevant data, analyze market trends, and identify customer preferences and needs.
Graphic Design & Multimedia Tools	Proficiency in graphic design tools like Adobe Creative Suite (Photoshop, Illustrator, InDesign, premiere, aftereffects) for creating visual content. Experience with video editing software for producing short videos and multimedia content. Knowledge of design principles and the ability to work with designers to ensure visually appealing and brand-consistent content.
Website Content Management Systems UI/UX Design Principles Basic HTML/CSS	Understanding of website development basics, including HTML, CSS, and JavaScript. Experience in managing and updating websites, ensuring they are optimized for search engines, mobile-friendly, and user-friendly. Ability to work with developers to implement new features, troubleshoot issues, and improve site performance.

Ideal Job Competencies: Behavioral Competence	
Adaptability:	Willingness to learn and adapt to new marketing techniques, tools, and trends in the dynamic banking industry.
Creative Thinker	Able to translate business needs into engaging digital stories
Initiative-Taker	doesn't wait for direction, spots gaps, and fills them
Results-Oriented	Focused on achieving campaign KPIs and business goals
Resilient and Adaptable	Thrives in a lean team with evolving demands
Excellent Communicator	Able to present ideas and results clearly to stakeholders
Innovation & Creativity	Embraces creativity and is open to new ideas that can enhance digital marketing efforts.

Adaptability & Flexibility	Demonstrates the ability to adapt to changing circumstances, priorities, and digital marketing trends. Handles multiple projects simultaneously, adjusting strategies and tactics as needed to meet business objectives.
Enthusiasm and Eagerness to Learn:	Demonstrating a positive and proactive attitude toward learning and acquiring new marketing skills and knowledge. Showing genuine enthusiasm for the digital marketing field and the opportunity to contribute to the bank's marketing initiatives.
Team Player:	Collaborating effectively with the marketing team and other colleagues within the bank. Willingness to assist others, share ideas, and work together toward common goals.
Time Management:	Demonstrating good time management skills to prioritize tasks, meet deadlines, and juggle multiple projects effectively.
Initiative:	Taking the initiative to propose new ideas, suggest improvements, and contribute creatively to marketing campaigns.
Problem-Solving:	Being proactive in identifying potential challenges and finding practical solutions to overcome them.
Attention to Detail:	Paying close attention to detail in marketing materials, ensuring accuracy, and maintaining consistent branding.
Professionalism:	Demonstrating a high level of professionalism, integrity, and ethical conduct in all interactions, including with customers, colleagues, and external partners
Resilience:	Being able to handle constructive criticism and setbacks positively, learning from experiences, and using feedback to grow as a marketer.
Self-Motivation:	Taking ownership of tasks and projects, staying motivated, and seeking opportunities to contribute actively to marketing initiatives.
Ethical Conduct & Integrity	Adhere to ethical standards and practices in all digital marketing activities. Ensure that all campaigns are transparent, honest, and aligned with the bank's values.
Results Driven	Demonstrate a strong focus on achieving measurable results through digital marketing efforts. Set clear goals and objectives, regularly reviewing performance to ensure targets are met.