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VACANCY ANNOUNCEMENT

Serving over 20,000 clients in 12 districts of the Mid-Western and Central region(s) of Uganda, ENCOT Microfinance Limited (ENCOT) is a social impact, fast-growing, and innovative MFI operating a network of 10 Branches in **Hoima, Masindi, Kigumba, Kagadi, Nakasongola, Kawempe, Luweero, Bweyale, Katikara** and **Karuguuza**. ENCOT's mission is to provide inclusive financial services to micro and small enterprise communities in Uganda.

ENCOT is seeking to recruit dynamic, self-motivated, and result-oriented professionals to urgently fill the following positions;

1. MARKETING OFFICER (1) - HEADOFFICE

The Marketing Officer will be responsible for driving business growth and maintaining strong customer relationships.

Key Duties and Responsibilities:

1. Develop and implement business growth strategies to increase loan portfolio and revenue.
2. Conduct market research and competitor analysis to identify opportunities.
3. Design and execute marketing campaigns to promote products and services.
4. Build and maintain relationships with key stakeholders, including customers, partners, and regulators.
5. Develop and manage marketing budgets and track ROI.
6. Collaborate with cross-functional teams (credit, operations, IT) to enhance customer experience.
7. Identify and pursue new business opportunities, partnerships, and collaborations.
8. Monitor and analyze market trends, customer behavior, and industry developments.
9. Develop and implement customer acquisition and retention strategies.
10. Report on business growth and marketing performance metrics.

Key Performance Indicators (KPIs):

1. Loan portfolio growth.
2. Deposit mobilization.
3. Customer acquisition and retention rates.
4. Marketing ROI.
5. Brand visibility and awareness metrics (social media, website traffic).
6. Customer satisfaction ratings.

Minimum Requirements:

1. Bachelor's degree in Marketing/Higher Diploma, Business Administration, or related field.
2. 3+ years of experience in marketing, business development, or financial services.
3. Strong analytical, communication, and interpersonal skills.
4. Experience with digital marketing tools and platforms.
5. Knowledge of the microfinance industry and Ugandan market.
6. Strategic thinking and problem-solving abilities.
7. Proficiency in MS Office and Google Analytics.

Core Capabilities:

- High level of honesty, integrity and accountability.
- Good people management skills; leadership and motivational skills.
- Strong business acumen and ability to achieve results with minimum supervision.
- Ability to communicate effectively, work in teams, and build collaborative relationships.
- Ability to drive or ride

Interested and only qualified candidates should submit their applications to **hr@encot.org** to apply on or before **5:00 pm, Tuesday 6th September, 2025**. Shortlisting will be done on a rolling basis.

The Head of Human Resources
Encot Microfinance Limited
Plot 88, Port Road
P.O. Box 389, Masindi

Please note that only shortlisted candidates will be contacted and documents submitted to ENCOT for application purposes shall not be recalled. No soliciting allowed!