



CAREER OPPORTUNITIES AT EQUITY BANK.

Equity Bank is one of the region's leading Banks whose purpose is to transform the lives and livelihoods of the people of Africa socially and economically by availing them modern, inclusive financial services that maximize their opportunities. With a strong footprint in Kenya, Uganda, Tanzania, Rwanda, DRC and South Sudan, Equity Bank is home to more than 20 million customers – the largest customer base in Africa. Currently the Bank is seeking additional talent to serve in the role outlined below.

TRADE MARKETING MANAGER

Job Title: Trade Marketing Manager

Department: Marketing and Communications

Reports to: Head of Marketing and Communications

Job Level: Manager

Location: Equity Bank Headquarters

Job Summary

The Trade Marketing Manager is responsible for developing and executing Equity Bank Rwanda's trade marketing and sales enablement strategy. The role focuses on enhancing brand visibility, increasing product uptake, and supporting business growth through impactful trade marketing initiatives, in line with the overall marketing and communications strategy.

Key Responsibilities and Accountabilities

- Develop and implement the trade marketing strategy to support sales and customer acquisition goals.
- Prepare and execute the annual trade marketing plan in alignment with the bank's marketing priorities.
- Drive Equity Bank's visibility at all customer touchpoints through strategic branding initiatives.
- Increase awareness and usage of Equity Bank's products and services by implementing branding across the agency banking network.
- Contribute to the growth and profitability of agency banking through targeted trade promotional activities.
- Ensure consistent brand visibility and maintain a positive brand image across all Equity Bank branches and ATMs.
- Collaborate with the Sales team to define key customer segments and ensure that communication initiatives are well-targeted and effective.
- Provide input into the annual marketing budget to ensure adequate allocation of resources for trade marketing activities.
- Establish strategic partnerships to boost brand presence and strengthen market positioning.
- Develop and implement promotional activities, including trade shows and activations, to promote Equity Bank's products and services.
- Lead and coordinate partner activations to drive customer acquisition and engagement.
- Conduct regular visits to branches and agents nationwide to ensure branding is properly executed and aligned with brand guidelines.



- Supervise all branding projects to ensure quality, consistency, and alignment with the Equity Bank brand identity.
- Any other duties assigned by line manager.

Qualification, Experience, Skills and Attributes

For the above position, the successful applicant should fulfil the following requirements:

- Bachelor's degree in marketing, business administration, communications, or a related field from a recognized institution.
- A minimum of 3–5 years of proven experience in trade marketing, brand management, or related fields, preferably within the financial services or FMCG sectors.
- Strong understanding of trade marketing strategies and sales enablement.
- Excellent project management and organizational skills.
- Strong commercial and customer orientation.
- Proven ability to lead marketing campaigns and deliver measurable outcomes.
- Strong interpersonal and stakeholder management skills.
- Experience working with agency networks and multi-branch organizations is an added advantage.
- Ability to work under pressure and meet deadlines in a fast-paced environment.
- Knowledge of brand guidelines, merchandising, and retail marketing best practices.
- Innovative, creative, and strategic thinker.
- Strong communication and presentation skills.
- High level of integrity and professionalism.

If you meet the above requirements, submit your application quoting the job opportunity you are applying for as subject of your email through the email address below by **12th November 2025**. Please include detailed Curriculum Vitae, copies of the relevant certificates, testimonials, and daytime telephone contact and email address. **Only short-listed candidates will be contacted.**

Email to: [**jobsrwanda@equitybank.co.rw**](mailto:jobsrwanda@equitybank.co.rw)

Equity Bank is an equal opportunity employer. We value the diversity of individuals, ideas, perspectives, insights, values and what they bring to the workplace.