

EXTERNAL ADVERTISEMENT OF VACANT POSTS TO THE POSITION OF MARKETING AND PARTNERSHIP MANAGER

UMUTANGUHA Finance Company (UFC) Plc, a company duly registered in the office of the Registrar General under company code number 101310843, licensed by National Bank of Rwanda to operate as Micro Finance Institution in Rwanda headquartered in Kigali, Opposite Nyamirambo Pele Stadium, House # 177, KN2 Avenue, P.O Box 2998 Kigali, Tel 0788387730, email: info@ufinance.co.rw is recruiting self-motivated, creative, persuasive individuals with excellent communication and sales skills to fill the positions of Marketing and Partnership Manager with the following duties and responsibilities:

Job Purpose

The Marketing & Partnerships Manager is responsible for leading the development and execution of the Company's marketing, communications, and partnership strategies to support the achievement of its strategic and commercial objectives. The incumbent is responsible for strengthening brand equity, driving customer acquisition, developing and managing strategic partnerships, and supporting deposit mobilization initiatives that contribute to sustainable business growth.

The role requires close collaboration with internal business units and external stakeholders to enhance market visibility, strengthen stakeholder relationships, identify business opportunities, and deliver impactful marketing and business development initiatives.

Key Duties and Responsibilities

1. Marketing Strategy and Brand Management

- Develop, implement, and periodically review the Company's marketing and communications strategy in alignment with the Corporate Strategic Plan and Group communication strategy.
- Manage corporate advertising, media relations, public relations, sponsorships, events, and promotional activities to strengthen brand visibility and market positioning.
- Ensure consistent application of the Company's brand identity guidelines across all communication and marketing materials in accordance with approved Group standards.
- Conduct market intelligence, customer research, and competitor analysis to support strategic decision-making, product positioning, and business growth initiatives.



HEAD OFFICE

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- Oversee digital marketing activities, including website management, social media platforms, email marketing, and online campaigns to enhance customer engagement and brand presence.
- Support Branch teams through targeted marketing initiatives, customer acquisition campaigns, account opening activities, and deposit mobilization programs aimed at increasing customer engagement and deposit growth.

2. Partnerships and Business Development

- Identify, establish, and maintain strategic partnerships that support business growth and enhance the Company's market presence.
- Develop and manage relationships with corporate organizations, government institutions, national and international development partners, cooperatives, NGOs, and other strategic stakeholders.
- Lead the negotiation, implementation, and monitoring of partnership agreements to ensure mutually beneficial outcomes.
- Identify emerging business opportunities and recommend initiatives that contribute to portfolio growth and market expansion.
- Represent the Company at stakeholder engagements, business forums, exhibitions, conferences, and networking events.
- Prepare periodic reports on partnership performance and recommend strategies for continuous improvement.
- Any other task assigned by the line supervisor.

Competencies and Skills

- Strategic thinking, business understanding, and commercial awareness.
- Marketing strategy, brand management, and digital communication expertise.
- Partnership development, stakeholder management, negotiation, and influencing skills.
- Business development, customer acquisition, and deposit mobilization capabilities.
- Analytical thinking, problem-solving, project management, and execution skills.
- Strong interpersonal, presentation, and communication skills, with a high level of integrity, professionalism, and accountability.

Requirements:

- Bachelor's Degree in Marketing, Business Administration, Communications, Economics, Finance, or a related fields will be an added value.
- Professional certification in Marketing, Digital Marketing, Communications, or related disciplines is desirable.

- Minimum of five (5) years' relevant professional experience in Marketing, Business Development, Partnerships, or Relationship Management in Financial sector.
- Fluency in English and French is required.
- Demonstrated experience in developing and implementing successful marketing strategies and managing strategic partnerships.
- Experience in deposit mobilization or liability generation will be an added advantage.
- Proven ability to manage multiple projects and deliver results within agreed timelines.

Application documents:

- Application letter
- Curriculum vitae
- Copy of ID card
- Studies documents (copies of Certificates, academic transcripts, degree, etc)
- Training and experience documents
- A list of three references and their contacts

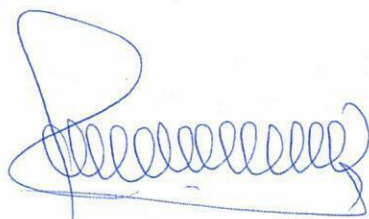
Note: All documents should be scanned in one document and be electronically submitted to: ufc.recruitment@ufinance.co.rw (Please mention the position you are applying for in the email subject).

The deadline for receiving applications is 31st July 2026 at 5:00 PM

NB:

- ✓ Only short-listed candidates will be contacted.

Done at Kigali, 21st July 2026.



Mrs. Josephine MUKUNDIYIMANA
HR& Admin Manager



Mr. Noel MUHAWENIMANA
Chief Executive Officer