

## Engagement Opportunity

Uganda Bankers Association (UBA) is an Umbrella Organization for financial institutions licensed and supervised by Bank of Uganda.

The membership of UBA comprises 22 Commercial Banks, 3 Development Banks and 9 Tier 2 & 3 Financial Institutions

UBA's activities promote and enhance the development of the banking and financial services sector through research, advocacy, capacity strengthening, promoting best practices among its membership and contribute to the sustainable growth of the sector through partnerships that support access to finance, training, and development of products, and technology.

Uganda Bankers' Association is seeking a suitable candidate and has an engagement opportunity as follows.

Job Title: **Communications Officer**

Reporting to: **Head Communications and Corporate Affairs**

### **Position Brief:**

The Communications Officer is responsible for supporting the development and execution of the internal and external communication strategies of Uganda Bankers' Association. This role plays a vital part in maintaining a positive brand image, engaging stakeholders, and ensuring consistent and effective messaging across all communication channels. The Communications Officer will assist in managing media relations, digital communication, content creation, and internal communications, contributing to the overall success of the Communications and Corporate Affairs department.

### **2. Key Responsibilities:**

- Support the development of compelling and consistent messaging for different target audiences and platforms.
- Assist in managing the organization's content calendar and ensuring timely publication of materials.
- Draft, edit, and proofread a variety of communications materials, including press releases, articles, website content, social media posts and reports.

- Ensure the organization's website content is well managed and regularly updated with accurate and relevant information that is accessible to the users.
- Develop, review and implement social media content plans across various platforms (e.g., Facebook, Twitter, LinkedIn, Instagram), monitoring engagement and performance.
- Monitor online conversations and identify opportunities for engagement and reputation management.
- Assist in drafting media advisories, press releases, media kits and support the Head Communications & Corporate Affairs in responding to media inquiries and coordinating interviews.
- Ensure all communications materials adhere to the organization's brand guidelines and tone of voice.
- Assist with event coordination and logistical support for UBA activities.
- Support the department with general administrative tasks as required.

### 3. Qualifications & Experience:

- Bachelor's degree in Communications, Journalism, Public Relations, Marketing, or a related field from a reputable University.
- Four (4) years of demonstrable experience in a communications role, preferably within a corporate or NGO environment.
- Proven experience in content creation (writing, editing, proofreading) for various platforms.
- Report writing skills.
- Experience managing social media platforms for an organization.
- Basic understanding of media relations principles and practices.

### 5. Skills & Competencies:

#### 5.1. Essential:

- **Excellent Written and Verbal Communication:** Ability to articulate complex information clearly, concisely, and compellingly for diverse audiences. Strong grammar, spelling, and punctuation.
- **Content Creation:** Proven ability to produce high-quality, engaging content across various formats.
- **Digital Literacy:** Proficient in using social media platforms
- **Attention to Detail:** Meticulous in reviewing and editing materials to ensure accuracy and consistency.
- **Time Management & Organization:** Ability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment.
- **Interpersonal Skills:** Ability to build positive relationships with internal and external stakeholders.

- **Team Player:** Collaborative and supportive, willing to contribute to the overall success of the department.
- **Adaptability & Flexibility:** Ability to adjust to changing priorities and work effectively in a dynamic environment.

## 6. Personal Attributes:

- Proactive and self-motivated.
- Curious and eager to learn new communication trends and technologies.
- Professional and ethical in handling sensitive information.
- Results-oriented with a strong drive to achieve objectives.
- Creative and innovative in approaching communication challenges

### Address application to

Senior Administration Manager,

Uganda Bankers' Association

Plot 2702, Block 244, Nyangweso Road

P.O.Box 8002, Kampala

**Email:** [secretariat@ugandabankers.org](mailto:secretariat@ugandabankers.org)

Application Deadline: **13<sup>th</sup> June 2025**