



JOB TITLE: Communications Officer

Locations: Head Office NBC

time type: Full time

time left to apply: End Date: December 19, 2025 (14 days left to apply)

job requisition id: R-15981938

NBC is the oldest serving bank in Tanzania with over five decades of experience. We offer a range of retail, business, corporate and investment banking, wealth management products and services.

Job Summary

- **Internal Communication:** Facilitating effective, timely, and transparent flow of information between management and employees to strengthen engagement, alignment, and organizational culture.
- **External Communication:** Enhancing NBC Bank's brand visibility through proactive media relations, public relations, and stakeholder engagement, while protecting the bank's image and reputation.
- **Environmental Monitoring & Issues Management:** Identifying, analyzing, and advising on key developments (political, regulatory, economic, social) that may impact the bank's operations and strategic objectives.

Job Description

Business Management – 40%

- Develop and implement integrated communication strategies to increase awareness of NBC's brand, products, services, and business priorities across internal and external audiences.

- Develop and deliver internal communication plans that reinforce company values, strengthen culture, and promote transparency.
- Develop and execute external communication strategies that safeguard and enhance NBC Bank's corporate image and reputation.
- Work collaboratively with Business Units and leadership teams to create consistent, targeted, and impactful communication messages.
- Support Business Units by driving communication awareness on products, policies, governance, business opportunities, and operational updates.
- Create high-quality corporate communication materials (articles, newsletters, bulletins, website content, press releases, speeches).
- Deliver an active social media and website management plan, ensuring timely, accurate, and engaging digital communication.

People Management and Development 20%

- Research and advise management on key business challenges, risks, trends, and environmental factors affecting business goals.
- Support internal capability development by providing communication guidance, coaching, and tools to business teams.
- Develop communication content for staff engagement platforms and programs (e.g., intranet, internal newsletters).
- Develop communication materials demonstrating the impact of NBC's CSI programs, ensuring effective visibility of community initiatives.
- Ensure personal continuous professional development by keeping abreast of new communication trends, technologies, and emerging best practices.

Customer Service Management 20%

- Manage NBC Bank's crisis communication plan, including early warning systems and response mechanisms.
- Build and maintain strong public relations and media relations to enhance visibility and positive stakeholder perception.
- Provide regular analysis and intelligence reports on government, political, legislative, and regulatory developments affecting the bank.
- Support commercialization and communication of NBC Dodoma Marathon and its related properties each season.
- Coordinate quarterly Town Halls with the CEO or designated senior executives to drive engagement and alignment.
- Work with subsidiaries and product units to develop integrated communication and marketing strategies for both existing and new products/services.

Change Management 20%

- Support communication rollout for major organizational changes, including structural, technological, or process transformations.
- Communicate strategic changes to branch teams and ensure alignment on new targets, structures, or operating models.
- Comply with all corporate policies, procedures, and mandatory compliance training requirements.
- Drive adoption of new communication systems, tools, and processes across the business

Education and Experience Required

- Bachelor's degree in communications, Public Relations, Journalism, Marketing, Economics, or related field.
- Master's Degree in a related field is an added advantage.
- Minimum of 3 years' experience in corporate communications, public relations, digital communications, or media.
- Proficiency in Microsoft Office (Word, PowerPoint, Excel).
- Experience working in financial services, corporate sector, or media is an added advantage.

Knowledge & Skills: (Maximum of 6) Competencies: (Maximum of 8 competencies)

- Communication & Presentation Skills
- Stakeholder Management
- Customer Experience Orientation
- External Market Awareness
- Negotiation & Influencing Skills
- Crisis and Issues Management
- Performance Management & Delivery
- Budget Awareness and Cost Management

Qualifications

Bachelor's Degrees and Advanced Diplomas - Marketing, Creative and innovative thinking (Meets all of the requirements), Digital familiarity (Meets some of the requirements and would need further development), Effective communication - Basic (Meets all of the requirements), Enabling team success (Meets some of the requirements and would need further development), Experience in a similar environment, Marketing Management (Meets some of the requirements and would need further development), Openness to change (Meets some of the requirements and would need further development)

APPLY HERE