



## **JOB TITLE: MARKETING OFFICER-EXPERIENTIAL EVENTS**

Department: MARKETING UNIT

Location: Tanzania Head Office

Number of openings: 1

### **Job Purpose**

This role within Marketing will play a key role in supporting the Experiential Events & sponsorships unit to deliver various events – product launches, press events, key projects, workshops, and seminars (not limited) by creating experiences which can positively contribute to the primary goal of enhancing CRDB Bank's brand health and ultimately contribute to the organisational objectives i.e., Financial, customer, processes, and culture.

### **Principle Responsibilities**

- Plan, coordinate, and execute experiential events aligned with the Bank's brand and commercial objectives.
- Serve as the key Marketing point of contact during event briefings, ensuring clear alignment of scope, timelines, deliverables, and KPIs.
- Conceptualize and implement high-impact activations across sponsorships, product launches, roadshows, and strategic events.
- Oversee end-to-end event execution including branding setup, staging, logistics, delegate management, and post-event evaluation.
- Ensure events are delivered within approved budgets and in the most cost-efficient manner.

- Manage event protocol requirements for Executive Management, Board Members, and Government officials, ensuring compliance with institutional standards.
- Coordinate and execute Governmental and Institutional events with strict adherence to protocol and corporate governance requirements.
- Supervise and manage events vendors to ensure delivery as per agreed scope and brand standards.
- Work closely with Procurement to ensure timely sourcing and contracting of event-related services.
- Prepare post-event reports and track performance against agreed KPIs, providing insights for continuous improvement.
- Ensure events guideline is adhered to on a daily basis.
- Manage potential risks prior to materialization.
- Work closely with the brand team to ensure the brand guideline is adhered to.
- Conduct thorough and frequent stock checks to ensure branding materials required for the role are present and in acceptable conditions.

### **Qualifications Required**

- Bachelor's degree in Marketing, Business Administration, Finance-related fields, or Project Management from a recognized university.
- Minimum of 4 years of professional experience, preferably within marketing, events management, or related fields.
- Proven experience in developing proposals, creating Scopes of Work (SOWs), and supporting project execution.
- Hands-on experience in planning, coordinating, and delivering experiential events, activations, and governmental/institutional events.
- Protocol Management, Strong communication skills with the ability to engage stakeholders effectively.

- Demonstrated creativity in developing concepts, campaigns, and event-driven solutions.
- Strong project and stakeholder management skills with proven experience in delivering experiential, executive, governmental, and institutional events.
- Expertise in protocol management including order of precedence, executive seating, branding hierarchy, and formal program flow, with ability to coordinate public relations, media alignment, and reputation sensitivity.
- Extensive experience engaging with government ministries, regulators, and institutional stakeholders, alongside strong vendor and production management capabilities.
- Proficiency in Microsoft Office Suite, and ability to perform under pressure in fast-paced environments while meeting strict deadlines.

**Deadline:** 2026-03-06

**Employment Terms:** PERMANENT

### **CRDB Commitment**

*CRDB Bank is dedicated to upholding Sustainability and ESG practices and encourage applicants who share this commitment. The Bank also promotes an inclusive workplace, hence applications from women and individual with disabilities are encouraged.*

*It is important to note that CRDB Bank does not charge any fees for the application or recruitment process, and any requests for payment should be disregarded as they do not represent the bank's practices.*

*Only Shortlisted Candidates will be Contacted.*

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