

ROLE	
Name:	[Name of Role Holder]
Bank ID:	[Bank ID]
Business Title:	Marketing Lead
Grade:	6
Business Unit:	Furaha Finserve Uganda Ltd
Job Family	Marketing
Location:	Uganda
Year:	2025
Flexible Working Options:	
Is this role eligible for flexibility in working location (within the same country, state or tax jurisdiction): Yes	
Is this role eligible for flexible days/working hours: Yes	
REPORTING RELATIONSHIPS	
Reports Directly to:	CEO, Furaha Uganda
Direct Reports:	N/A
Matrix/Dual reports:	Co-Founder
DIMENSIONS:	
Is the role a People Leader or Non-People Leader role?	<input type="checkbox"/> Non People Leader
Budget: Staff:	<input type="checkbox"/> NA
Authority Levels - Individuals have implied authority to do what is necessary in carrying out their Responsibilities below, subject to the requirements of the Sources of Authority Framework;	NA
1. Board / Committee/ Director	N/A
2. Company Policy	click here for link to policies
3. Risk Management Framework	click here for link to riskpod
4. Group Delegated Authorities Manual	N/A
5. Group Authorised Signature Book	N/A
6. Power of Attorney	TBC
7. Statement of Responsibilities	N/A
Number of branches:	N/A
Number of entities / business units:	TBC
Regulated role:	Not at this point in
RESPONSIBILITIES	

ABOUT FURAHA

Credit penetration among retail individuals in most African countries is low given the poor penetration of credit bureaus and evolving maturity of alternate data to build credit footprints for borrowers. Furaha is addressing this by building a microlending platform that enables 'purpose-driven' loans to mass market customers across Africa, starting with Uganda as its first market. Furaha combines market-leading technology with a responsible lending approach, aiming to be a force for good to the individuals and communities it addresses.

Furaha is backed by SC Ventures (SCV), the innovation unit of Standard Chartered Bank.

WHO WE ARE LOOKING FOR

Furaha is seeking a dynamic and results-driven **Marketing Lead** to develop and execute innovative marketing strategies that drive brand awareness, customer acquisition, and retention. This role will lead all aspects of Furaha's marketing efforts, ensuring alignment with the company's goals and vision. The ideal candidate is a strategic thinker with a hands-on approach, experienced in managing multi-channel campaigns, working with external agencies, and leveraging data insights to optimize performance.

Responsibilities

Strategic Marketing Execution

- Develop and implement a comprehensive marketing strategy to enhance Furaha's brand visibility and customer engagement.
- Create and manage a marketing roadmap that aligns with Furaha's short-term and long-term business objectives.
- Ensure consistent and high-quality messaging across all marketing channels to attract and retain customers.
- Develop, articulate, and implement a comprehensive marketing plan that aligns with Furaha Financial's growth objectives.
- Identify target markets and segment audiences to tailor messaging and campaigns effectively.
- Create annual, quarterly, and monthly roadmaps with clearly defined goals and deliverables

Campaign Management

- Plan and execute multi-channel marketing campaigns, including digital, social media, and content marketing initiatives.
- Oversee the performance of external marketing agencies, ensuring alignment with Furaha's objectives and brand guidelines.
- Brainstorm and coordinate the development of innovative campaign ideas with internal and external teams.
- Lead the ideation, planning, execution, and monitoring of multi-channel campaigns.
- Manage campaign budgets, timelines, and resource allocation to ensure projects are delivered on time and within budget.
- Establish a testing framework (A/B testing, market segmentation analysis) to optimize campaign performance continuously.

Content and Communication

- Collaborate with content and design teams to produce impactful marketing materials optimized for different channels.

- Develop SEO-friendly content strategies to maximize reach, engagement, and lead generation.
- Ensure cohesive branding and messaging across all marketing materials and platforms.
- Oversee the development of a content calendar that aligns with key campaigns, product launches, and industry trends.
- Ensure consistency in brand messaging across all channels, including digital platforms, PR initiatives, and traditional media.
- Collaborate with creative teams to produce compelling content, from thought leadership articles to engaging social media posts.

Performance Analysis

- Monitor and analyze key marketing performance metrics, including lead generation, conversion rates, and ROI.
- Provide regular reports and actionable insights to stakeholders, recommending adjustments to optimize campaign effectiveness.

Partnership Management

- Serve as the primary liaison between Furaha and external marketing agencies, ensuring seamless communication and alignment.
- Collaborate with media organizations, influencers, and partners to amplify Furaha's brand visibility.

Market Research and Trends

- Conduct thorough market research to understand customer needs, market opportunities, and competitive dynamics.
- Stay updated with industry trends, emerging technologies, and marketing best practices to ensure Furaha's strategies remain cutting-edge.

Brand Management

- Build and strengthen Furaha's brand identity, positioning it as a leading fintech solution within the African market and beyond.
- Lead efforts to create a strong presence in the micro, small, and medium-sized business community.
- Foster thought leadership by creating and sharing valuable, industry-relevant content.

Key Stakeholders

Furaha's management team

Furaha Product Head

SCV Risk Partners

Key partners like Telco (MTN, Airtel), Banks (Opportunity Bank etc.), Payment aggregators (SchPay, PegPay etc.) and other partners

Enablers like schools, curriculum governing entities and parent-oriented groups.

Any other business partners

Other Responsibilities

[Click here to enter text.](#)

COMPETENCIES

SKILLS FRAMEWORK

Grow Self – Applicable for all roles.	
Action Oriented <i>Taking on new opportunities and tough challenges with a sense of urgency, energy and enthusiasm.</i>	
Collaborates <i>Building partnerships and working collaboratively with others to meet shared objectives.</i>	
Courage <i>Stepping up to address difficult issues and saying what needs to be said.</i>	
Customer Focus <i>Building strong customer relationships and delivering customer-centric solutions.</i>	
Instils Trust <i>Gaining the confidence and trust of others through honesty, integrity and authenticity.</i>	
Nimble Learning <i>Actively learning through experimentation when tackling new problems. Using both successes and failures as a learning factor</i>	
Grow Others – Applicable for all People Leader roles (as a minimum standard) and other roles where relevant.	
Decision Quality <i>Making good and timely decisions that keep the organisation moving forward.</i>	Applicable
Develops Talent <i>Developing people to meet both their career goals and the organisation's goals.</i>	Applicable
Drives Vision & Purpose <i>Painting a compelling picture of the vision and strategy that motivates others to action.</i>	Applicable
Gives Clarity and Guidance <i>Providing direction, delegating and removing obstacles to get work done.</i>	Applicable
Grow Bank – Applicable for all Managing Director roles (as a minimum standard) and other roles where relevant.	
Manages Ambiguity <i>Operating effectively even when things are not certain or the way forward is not clear.</i>	Applicable
Strategic Mindset <i>Seeing ahead to future possibilities and translating them into breakthrough strategies.</i>	Applicable
ROLE SPECIFIC TECHNICAL COMPETENCIES	
Credit analysis and risk management principles	Expert
Financial modeling and portfolio management software.	Expert
Previous experience in governance and/or risk	Expert

management oversight in the financial industry	
Previous senior leadership experience with a financial institution or a fintech company	Expert
Digital credit and lending technology	Advanced
QUALIFICATIONS: Training, licenses, memberships and certifications	
<ul style="list-style-type: none"> 10+ years of proven experience in developing and executing marketing strategies, particularly in the fintech or technology sector. Strong expertise in managing multi-channel marketing campaigns and working with external agencies. Data-driven mindset with the ability to analyse metrics and translate insights into actionable strategies. Exceptional communication, collaboration, and leadership skills. Knowledge of the African market, with the ability to adapt strategies for global expansion. Proficiency in digital marketing tools, SEO/SEM strategies, and marketing analytics platforms. <p><i>Skills and characteristics</i></p> <ul style="list-style-type: none"> Imaginative and creative approach to how we do work. Curiosity about new technologies, workflows, and products. You enjoy working independently and are able to take informative decisions independently. You enjoy mentoring and teaching others to create a world class cohesive team Energy and desire to succeed; follows through on commitments; pushes self and others to deliver exceptional results. Ability to work across cultures and backgrounds is a must. Seeing things from multiple perspectives and being easy to work with. Ability to see things from multiple perspectives, as well as ask the question “why” continuously Tireless work ethic and enthusiasm to execute and get things done. Knowledge of the organization's industry group, trends, directions, major issues, regulatory considerations, and trendsetters; ability to apply this knowledge appropriately to diverse situations. Ability to understand geographically dispersed and highly varied customer and segment base. Understanding of effective communication concepts, tools and techniques; ability to effectively transmit, receive, and accurately interpret ideas, information, and needs through the application of appropriate communication behaviours. 	
<p>This Job Description should be read in conjunction with the relevant terms of reference, the Group's Governance Manual which sets out responsibilities for establishing, maintaining and implementing the Group's high-level systems and controls, policies and procedures, and the jobholder's contract of employment. The jobholder acknowledges that he / she has understood and will abide by the responsibilities set out in the Governance Manual as well as ensure compliance with Group Code of Conduct, and the local regulators Statements of Principle and Code of Practice for Regulated roles.</p> <p>Standard Chartered is committed to diversity and inclusion. By providing equal opportunities we foster a work environment which embraces diversity and gets the best out of the broadest spectrum of people to sustain business performance and competitive advantage. We build an inclusive culture by demonstrating respect for each other's unique strengths and perspectives to enable</p>	

every employee to develop a sense of belonging and have the opportunity to maximise their potential.