



# RURAL INVESTMENT CREDITS.A

ETABLISSEMENT DE MICROFINANCE D'IIeme CATEGORIE  
REGIE PAR REGLEMENT N° 01/02/CEMAC/UMAC/COBAC DU 13<sup>e</sup> AVR 2002

HEAD OFFICE: Immeuble BOUOBDA, A Coté de la Chefferie Bafoussam

B.P. 1283 Bafoussam Tel: 233.44.28.51 / Fax: 233 44 28 51

RIC - CAMEROON S.A.

Date of Creation: 02 July 1998 Decision COBAC D-2001/87 .CNC N° EMF/2011/0128 Agrément/ Arrêté N- 00193 / MINEFI du 08 Mai 2002.

Email: [ruralinvestmentcredit@yahoo.fr](mailto:ruralinvestmentcredit@yahoo.fr)

Website: [www.ric-cameroon.cm](http://www.ric-cameroon.cm)

## JOB ANNOUNCEMENT

### I-POST INFORMATION

|                     |                                  |
|---------------------|----------------------------------|
| Position Title      | MARKETING OFFICER                |
| Duty Station        | BAFOUSSAM                        |
| Type of Appointment | Long Term indeterminate duration |

### II- ORGANISATIONAL CONTEXT AND SCOPE

Rural Investment Credit SA is a category II Microfinance Institution Created in 1998 and with Head Quarters in Bafoussam Cameroon. It has as mission to provide sustainable financial and non-financial services to its customers and change their lives, and as core values; Credibility, Customer is King, staff motivation, team Work, education and training.

As marketing officer, the successful candidate shall oversee the Institution's Marketing Campaigns and plays an important role in developing and executing communication concepts and marketing strategies for the company

### REQUIRED QUALIFICATION QND EXPERIENCE

#### EDUCATION

- A minimum of Bachelor's degree in relevant disciplines such as Marketing and Mass Communication or Business Administration.

#### EXPERIENCE

- 5 to 7 years of relevant work experience.
- Most preferably Marketing manager or accounts relation manager in a category II Micro-finance Institution
- Ability to understand the dynamics of content creation on social media and the internet
- Demonstrated experience in training and managing big teams of co-workers,
- Knowledge on Banking and Micro-Finance sector in Cameroon
- Excellent presentation skills
- Highly collaborative and thrives well in a fast-paced work environment.
- Experience in Marketing and communication for the acquisition of new customers
- Demonstrates experience in timely execution of communication campaigns

#### AGE

- Interested Candidates must be at least 30years of age

## SKILLS

- Organizational skills, Team management, Leadership and mentoring skills
- Verbal and written communication skills
- Problem-solving attitude and Critical thinking
- Good interpersonal skills, Multi-tasking and excellent time management skills
- Outstanding marketing skills to ensure, Client and customers acquisition
- Developing sales and marketing strategies.
- Keen attention to details
- Exceptionally self-motivated and directed.

## LANGUAGES

Fluency in English and French is required

## CORE COMPETENCIES AND VALUES

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results
- **Planning:** Plan, organize, and carry out external and internal communications campaigns
- **Managing and sharing knowledge:** Collaborate with management to develop and implement an effective communications strategy based on our target customers.
- **Brand and Content Management:** Create new engaging written, photo and video content across our website and other social media Platforms.
- **Communication:** Assist in writing content and producing print and digital marketing material projects that can encourage and contributes to clear and open communication; explains complex matter in an informative, persuasive and motivational way.
- **Professionalism:** Monitor social media channels to identify relevant trends and influencers for the Institution
- **Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct

## HOW TO APPLY

Interested candidates are invited to submit their CV and motivation letter to the attention of the General Manager Rural Investment Credit SA Bafoussam at any of RIC Branch nationwide or at [ruralinvestmentcredit@yahoo.fr](mailto:ruralinvestmentcredit@yahoo.fr) latest April 30<sup>th</sup>, 2023, with subject of the email "**MARKETING OFFICER- BAFOUSSAM**".

Only shortlisted candidates will be contacted.

## LOCATION OF BRANCHES

|            |  |
|------------|--|
| Bafoussam  | <ul style="list-style-type: none"><li>▪ Tamdja Beside Bafoussam Royal Palace</li><li>▪ Marche B Opposite Cathedral</li><li>▪ Haoussa Quarter Marche Bigmop</li></ul> |
| Yaounde    | <ul style="list-style-type: none"><li>▪ Madagascar Beside Gendermarie</li><li>▪ Mvog Mbi Carrefour Mvog Mbi</li><li>▪ Mendong Opposite Fokou Mendong</li></ul>       |
| Douala     | <ul style="list-style-type: none"><li>▪ Akwa Rue Equinox</li><li>▪ PK14 Marche PK4</li><li>▪ Bonaberi Opposite COGENI 4 Etages</li></ul>                             |
| Bamenda    | <ul style="list-style-type: none"><li>▪ Opposite Food Market</li></ul>   |
| Nkongsamba | <ul style="list-style-type: none"><li>▪ Opposite Fokou</li></ul>   |
| Melong     | <ul style="list-style-type: none"><li>▪ Entrée de La Ville</li></ul>   |
| Magba      | <ul style="list-style-type: none"><li>▪ Beside Avenue Hotel</li></ul>  |
| Mutengene  | <ul style="list-style-type: none"><li>▪ Buea Road</li></ul>  |