



OUR VALUES

Family	Ownership	Opportunity	Tomorrow
Authenticity, Teamwork, Integrity	Persistent problem-solver	Develop yourself, the team, and the brand	Ideas to build the future

JOB OVERVIEW

You will succeed in this Job if you are a strong leader with vast experience in Africa and able to prioritize and strategize well to fuel growth.

Job Title: Head of Brands

Department: Global

Duty Station: East Africa (Nairobi, Kigali, or Kampala)

Reports To: Group Chief Commercial Officer

Type: Full Time

Job Purpose:

The Head of Brands will be responsible for crafting and executing comprehensive brand strategies across our franchise network. This role involves overseeing the design of brand guides, strategizing brand positioning, media planning, executing social media and CSR (Corporate Social Responsibility) strategies, and ensuring effective strategy implementation to enhance brand visibility, engagement, and loyalty. The ideal candidate will bring a blend of creative vision and strategic thinking, driving our brands to achieve their full potential in alignment with our Jibu's mission and values.

Supervision Received: This position works highly autonomously and reports directly to the CCO

Duties & Responsibilities:

- Brand Guide Design:** Lead the creation and continuous refinement of brand guides that define brand identity, voice, and visual standards across all touchpoints, ensuring consistency and high-quality representation for the Jibu brand.
- Brand Strategy:** Develop and implement comprehensive brand strategies that effectively position each brand within the franchise network, each operating countries,, identifying unique value propositions and market differentiators.
- Media Planning:** Oversee media planning and partnership efforts, including digital, print, and broadcast channels, to optimize reach and engagement with target audiences.
- Social Media Strategy:** Craft and execute dynamic social media strategies that amplify brand presence, foster community engagement, and drive customer interaction across platforms.
- CSR "Jibuntu" Strategy:** work closely with Head of Impact and Partnership to lead CSR initiatives implementation in all Operating Countries that are align with the brand's values and enhance corporate reputation, focusing on sustainability, community involvement, and ethical practices.
- Strategy Execution:** Ensure the seamless execution of brand, media, social media, and CSR strategies across franchises, monitoring performance and adjusting tactics as necessary to meet objectives of the Jibu Brand
- Leadership:** Lead, mentor, and inspire a team of marketing and branding professionals in all Operating countries and partner countries, , fostering a culture of creativity, innovation, and accountability.



8. **Collaboration:** Work closely with other outsource partners, departments, including sales, product development, and operations, to ensure brand strategies are integrated and aligned with overall business goals.
9. **Market Analysis:** Conduct regular market research and analysis of the Jibu Brand to stay ahead of industry trends, competitor activities, and customer needs, leveraging insights to inform strategies.

Experience Requirements

- Proven experience in a senior commercial role, preferably within the franchising, FMCG or related industry.
- Strong creative capacity as demonstrated by personal portfolio
- Minimum 5 years professional Marketing or Communications experience
- Minimum 5 years of professional managerial experience
- Experience leading brand strategies and communications
- Experience in working with a growing brand preferred
- Experience producing photoshoots and video shoots preferred
- Public relations experience
- Strong writer and communicator
- Must be a national or someone with extensive experience working in Marketing in a sub-Saharan African country
- Excellent negotiation and relationship-building skills.
- Strategic thinker with the ability to drive results in a dynamic business environment.
- Solid understanding of financial principles and budget management.
- Exceptional communication and leadership skills.

Culture Fit Criteria:

At Jibu, we do not recruit based CVs only, we look for a candidate with the right attitude, hunger for success and talent.

- A mature leader, able to carry the weight to enable her team to perform and thrive
- Highly motivated to *Get Things Done* in an autonomous and independent matter
- Strong entrepreneurial and business instincts
- Proficiency with Microsoft Office suite including Excel, Word and Powerpoint
- Perfect written and spoken English and knowledge, knowledge of French is a plus

Internal Interfaces:

- Operating Companies
- Impact and
- Executives

External Interfaces:

- AMF Partners
- Regulators and stakeholders
- Potential partners

Interested? Please apply by expressing your interest and a link to your LinkedIn or CV to jobs@jibuco.com with the subject line, "Head of Brands"