



VACANCY

The Infrastructure and Development Bank of Zimbabwe ("the IDBZ/the Bank") is a national Development Finance Institution (DFI) that supports infrastructure and development across all sectors of the economy. The Bank's focus comprises two pillars: the Infrastructure Pillar encompassing the primary sectors: water and sanitation, housing, irrigation development, transport, and energy (WHITE) and the secondary sectors of education, health, information communication technology and tourism infrastructure. The Development Pillar focuses on: infrastructure value- chain, green transition, industrialisation, export generation, value addition and beneficiation. The Bank's purpose is to uplift the livelihoods of all Zimbabweans through infrastructure development and financing.

To effectively execute its mandate, the Bank seeks to recruit a candidate for the following position

MARKETING OFFICER

Job Purpose:

The position exists to provide strategic marketing expertise to support the Bank's brand, marketing and communication initiatives. The successful candidate will work closely with the Marketing and Communications team to develop and implement marketing campaigns, manage digital marketing channels and engage stakeholders to drive brand visibility and reputation.

Responsibilities:

- Develop and implement strategic marketing plans to drive brand visibility and reputation
- Manage and execute digital marketing campaigns across social media, email, and web channels
- Plan and manage events to engage stakeholders and promote the Bank's brand
- Develop and implement thought leadership initiatives to position the Bank as a leader in the industry
- Manage stakeholder relationships and engage with key stakeholders to build brand advocacy

- Create high-quality content and copy for marketing campaigns and communications
- Manage media relations and communications to promote the Bank's brand and initiatives
- Analyze marketing metrics and provide insights to inform future marketing decisions

Qualifications:

- Bachelor's Degree in Marketing or Communication
- Professional certification in marketing (e.g., CIM, CAM) is a plus

Skills:

- Strategic marketing planning and execution
- Digital marketing expertise (social media, email and web)
- Event planning and management
- Stakeholder engagement and relationship management
- Content creation and copywriting
- Media relations and communications
- Analytical and problem-solving skills
- Strong understanding of brand management and reputation building
- Strong communication and presentation skills

Experience:

- Minimum 3-5 years of experience in marketing, preferably in a financial institution, development bank or brand management institution
- Experience in developing and implementing marketing campaigns that drive brand visibility and reputation
- Experience in managing social media and digital marketing channels to engage stakeholders
- Experience in thought leadership development and industry engagement
- Experience in stakeholder engagement and relationship management

APPLICATION PROCEDURE:

- Interested applicants should submit their applications together with detailed Curriculum Vitae via email to hr@idbz.co.zw by no later than 16.30hours Central African Time on **Monday, 19 January 2026**. *Disabled persons and female candidates are strongly encouraged to apply.*

All applications should be addressed to:

Director - Corporate Services and Human Resources
IDBZ House
99 Gamal Abdel Nasser Road
Harare.