Ecobank
The Pan African Bank

WE'RE HIRING

DIGITAL MARKETING & MARKET ANALYTICS OFFICER

Job level: 4 | Job grade: 3C

Ready to work across the national territory.
The position is based in Douala.

Deadline:
November 17th, 2026
at 5pm prompt

A BETTER WAY
A BETTER AFRICA

JOB PURPOSE

The Digital Marketing & Market Analytics Officer is responsible for driving product awareness, adoption and revenue growth, customer engagement, and digital adoption for Ecobank Cameroon through impactful marketing campaigns, superior customer experiences, data-driven insights, and innovative digital marketing initiatives.

KEY RESPONSABILITIES

Product Marketing & Campaign Management

- Develop and execute integrated product marketing and sales activation campaigns.
- Lead the adaptation and rollout of Group and local product campaigns.
- Create and coordinate product communication materials in line with brand guidelines.
- Partner with Business Units, Sales Teams, and Group Marketing to drive product awareness, adoption, and revenue growth.
- Monitor product and campaign performance and implement corrective actions where necessary.
- Manage campaign budgets, agencies, media partners, and vendors to maximize ROI.
- Drive staff product education initiatives and internal product advocacy.
- Prepare performance reports and recommendations to optimize results.

Customer Experience & Engagement

- Champion initiatives that enhance customer journeys across physical and digital channels.
- Collaborate with Business Units and Customer Experience teams to identify and resolve customer pain points.
- Monitor customer feedback, satisfaction, engagement, and retention metrics.
- Drive customer-centric strategies that improve product adoption and loyalty.
- Promote the usage of digital banking platforms, self-service channels, and mobile solutions.
- Ensure service delivery aligns with Ecobank's customer experience standards.

Digital Marketing & Digital Channels

- Develop and implement the Bank's digital marketing strategy.
- Manage and optimize websites, social media platforms, email marketing, display advertising, and digital campaigns.
- Lead content planning, publishing, and governance across digital channels.
- Manage SEO, SEM, and online acquisition initiatives to increase visibility, traffic, and conversions.
- Drive digital onboarding and usage of Ecobank's digital products and services.
- Monitor digital performance metrics and continuously optimize channel effectiveness.
- Identify and leverage emerging digital trends, technologies, and tools.

KEY RESPONSABILITIES

Market Insights & Analytics

- Generate actionable customer, market, competitor, and product insights to support business decisions.
- Monitor and report on product adoption, usage, revenue, and campaign effectiveness.
- Lead market research, customer surveys, and competitive intelligence initiatives.
- Develop and maintain dashboards and reporting tools to track key performance indicators.
- Analyze customer behavior, market trends, and campaign data to identify growth opportunities. Provide data-driven recommendations to improve marketing performance and customer experience.
- Monitor industry developments and emerging trends to inform strategic initiatives.

JOB SCALE

Reporting to: Head of Brand, Marketing & Communication

JOB PROFILE

Experience & Qualifications

- Bachelor's degree in marketing, Digital Marketing, Business Administration, Data Analytics, or a related field.
- Minimum 5 years' experience in Product Marketing, Digital Marketing, Marketing Analytics, Advertising, or Consulting.
- Proven experience in developing and executing integrated marketing and digital campaigns.
- Strong knowledge of digital marketing, social media, SEO/SEM, web analytics, and paid media.
- Proficiency in analytics and reporting tools such as Google Analytics, Excel, SQL, Power BI, or similar platforms.
- Strong analytical skills with experience in market research, customer insights, segmentation, campaign performance measurement, and ROI analysis.
- Knowledge of HTML, CSS, and digital content management systems is an advantage.
- Experience managing social media and digital advertising campaigns.

Skills, Capabilities, Personal Attributes:

- Must be able to juggle multiple projects at the same time
- Incredible attention to detail
- Problem solving skills
- Excellent communication, stakeholder management, and presentation skills.
- Highly creative, data-driven, and results-oriented, with strong project management capabilities.

Ecobank
The Pan African Bank

APPLY NOW

Please submit your CV and motivation letter to **ECM-Recruit@ecobank.com** latest November 17th, 2026, at 5pm prompt, with the subject « **Digital Marketing & Market Analytics Officer** ».

NB: Only applications matching with the desired profile will be contacted.

"Ecobank is committed to providing equal opportunities to all and fostering an inclusive and diverse workplace. To this end, we encourage applications from individuals regardless of their nationality, race, gender, age, social class, religion, beliefs, and disability while fully adhering to the local laws and regulations established where Ecobank operates."

A BETTER WAY
A BETTER AFRICA