

Are you passionate about building memorable brand experiences that create lasting impact?

Brand and Experiential Lead

We are looking for a dynamic and innovative **Brand and Experiential Lead** to drive our brand visibility, reputation, and stakeholder engagement through strategic brand activations, events, sponsorships, and Corporate Social Investment (CSI) initiatives.

The successful candidate will play a pivotal role in ensuring a consistent brand experience across all touchpoints while championing sustainability and ESG principles in line with the Bank's commitment to empowerment, transformation, and responsible business practices.

Key Responsibilities

Brand Activation and Event Management

- Develop and implement the annual brand activation and events calendar.
- Plan and execute impactful internal and external brand events.
- Ensure consistent application of brand guidelines across all activations and communications.
- Collaborate with cross-functional teams to align activations with business objectives.

Corporate Sponsorships and Partnerships

- Manage sponsorship agreements and strategic partnerships.
- Evaluate sponsorship opportunities based on business value and brand alignment.
- Track sponsorship performance, ROI, and brand visibility outcomes.
- Promote initiatives that support transformation, sustainability, and inclusion.

Corporate Social Investment (CSI)

- Design and implement CSI programmes that deliver measurable social impact.
- Build partnerships with communities, NGOs, and government institutions.
- Monitor and report on CSI outcomes and stakeholder impact.
- Produce annual CSI and sponsorship impact reports.

Agency and Vendor Management

- Manage relationships with creative, events, and PR agencies.
- Monitor agency performance against agreed service standards.
- Oversee campaign budgets, deliverables, and timelines.
- Ensure all marketing materials align with brand guidelines and ESG commitments.

Brand Governance and Consistency

- Maintain brand integrity across all channels and communications.
- Conduct regular brand audits and recommend improvements.
- Partner with Digital and Customer Experience teams to deliver a seamless brand experience.
- Drive internal brand engagement and employee brand ambassadorship programmes.

Sustainability and ESG Integration

- Integrate ESG principles into sponsorships, activations, and CSI initiatives.
- Promote sustainable event management practices and responsible sourcing.
- Support social and environmental impact reporting.
- Align experiential marketing initiatives with the Bank's ESG strategy.

Measurement and Reporting

- Monitor the performance of brand and experiential initiatives.
- Prepare post-event evaluations and management reports.
- Analyse market trends and competitor activity to inform strategy.
- Contribute to the marketing performance dashboard and reporting framework.

Minimum Requirements

Qualifications

- Bachelor's Degree in Marketing, Communications, Public Relations, or a related field.

Experience

- Minimum of five (5) years' experience in brand management, events management, sponsorships, or related roles.
- Demonstrated experience managing agencies, CSI programmes, and large-scale experiential campaigns.
- Knowledge of ESG and sustainability marketing practices will be an added advantage.
- Strong project management and stakeholder engagement capabilities.
- Excellent analytical, reporting, and presentation skills.



To Apply, follow the link:
<https://forms.cloud.microsoft/r/eR1N5QsZ3J>
Closing Date: **19th October 2026**

Gaborone(Head Office)

P.O. Box 225, Gaborone
Tel: +267 395 2801 | Fax: +267 390 9907
Call centre: +267 360 4999

Maun

P.O. Box 453, Maun
Tel: +267 686 0316 | Fax: +267 686 0645

Palapye

P.O. Box 10387, Palapye
Tel: +267 492 0552 | Fax: +267 492 0551

Francistown

P.O. Box 282, Francistown
Tel: +267 241 6044 | Fax: +267 241 6065