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## VACANCIES

### 1. Market and Product Development Officer

#### 1.1 Position Overview

Reporting to the Head of Business Development, the Market and Product Development Officer is responsible for generating new business opportunities for ZSE. The position is responsible for acquisition of new clients, researching, developing and launching new products for existing and new markets.

#### 1.2 Responsibilities

##### a) Strategy

- Assist the Head of Business Development in developing and implementing the annual market and product development strategy.

##### b) Market Development

- Initiate new listing opportunities;
- Identify and advise on opportunities for the ZSE to secure new clients or new business from existing clients;
- Continuous engagement with listed companies, investors and market participants to understand their needs;
- Develop material to guide potential listings (including brochures, listing guides and web articles);
- recommend conferences and trade exhibitions for ZSE to gain insight into market dynamics and competitive activity;
- management of market data services;
- Plan and conduct market education activities.

##### c) Product Development

- develop new products and services intended to assist ZSE to diversify and grow its revenue streams;
- monitor market trends to identify potential areas for the development of new financial products, and the restructuring of existing products;
- provide regular feedback on product requirements including product specifications and pricing;

- define product promotion and positioning for defined segments;
- recommend advertising, public relations and all marketing communications to meet product objectives;
- plan and conduct product education activities.

### **1.3 Qualifications**

- Degree in Finance, Business Studies or relevant Commercial degree.
- Any relevant post graduate qualification or membership of IMM, CFA, CIM, FRM
- Possession of project management qualification is an added advantage
- A minimum of two years relevant work experience

### **1.4 Skills and Knowledge**

- successful track record in corporate finance or project management,
- knowledge of capital markets a prerequisite;
- sound communication and presentation skills;
- working knowledge of the Microsoft Office suite of products, with emphasis on PowerPoint and excel;
- strong analytical skills.

### **1.5 Personal Attributes**

- Results driven and motivated self-starter with the ability to work under pressure and meet tight deadlines
- Excellent interpersonal skills, with the ability to engage and influence at all levels across a range of stakeholders
- High level of written and verbal communication skills including the ability to present to key target audiences
- High innovation and entrepreneurial spirit
- Critical thinking and attention to detail.

## **2. Graduate Trainee- Business and Market Development**

### **2.1 Position Overview**

Reporting to the Marketing and Corporate Affairs Manager, the Graduate Trainee will be responsible for brand enhancement, public and media relations, digital marketing and production of ZSE publications.

### **2.2 Responsibilities**

#### **a) Corporate Affairs and Marketing**

- Assist in planning visibility, publicity strategies and campaigns;
- Keep an updated database of media stakeholders and analysing media coverage
- Develop the social media content plan, campaigns and assist in managing the social media platforms
- Coordinate all corporate marketing collateral
- Coordinate the delivery of corporate social responsibility programs
- Coordinate investor education activities
- Assist in preparing speeches, press releases and notices

#### **b) Training**

- Organise venues for ZSE trainings and assist in coordinating all training events
- Assist in marketing and publicising trainings
- Coordinate marketing collateral

#### **c) Financial Literacy**

- Coordinate Financial literacy programs
- Identify financial literacy program opportunities for the ZSE

### **2.3 Qualifications**

- Degree in Marketing, Journalism, or relevant Commercial degree.
- A qualification in graphic design will be an added advantage.
- A minimum of One year relevant work experience

### **2.2 Skills and Knowledge**

- knowledge of capital markets an advantage;
- sound communication and presentation skills;
- working knowledge of the Microsoft Office suite of products, with emphasis on PowerPoint and Publisher;

### **2.3 Personal Attributes**

- Energetic, fast learner and motivated candidate with the ability to work under pressure and meet tight deadlines.

### **To Apply**

If you feel you possess the vision, energy, initiative required and are drawn by the opportunity to make a difference within a successful and innovative organization, please submit your cover letter and CV indicating the position being applied for to [jobs@zse.co.zw](mailto:jobs@zse.co.zw). Initial phone enquiries can be made to Shamiso Chakawata at 024-2886830-5.

Applications for this opportunity close at **4.30 pm on Thursday the 6th of February 2020.**