

POSITION: Marketing Lead

SUPERVISOR: Commercial Director

LOCATION: Nairobi, Kenya

Role Description

The role involves creating a relationship between customers and the company's offerings in the market through strategic marketing activities. The job holder has an overall responsibility for brand management and corporate identity that aligns with the company's mission and vision.

Duties and Responsibilities

1. Research and analyse market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
2. Develop the marketing strategy for the company in line with company objectives.
3. Work within the department budget to develop cost-effective marketing plans for each product or service
4. Create and publish all marketing material in line with marketing plans.
5. Manage and improve lead generation initiatives and measure results of each of the campaigns
6. Carry out market research to gain a clear understanding of what the company's customers really want.
7. Support internal teams in aligning their work to Branding requirements of the company
8. Manage the company's PR activities in line with the company's policies
9. Analyse market trends with an aim of identifying unexploited or new markets for the company's products and services
10. Work closely with design agencies and assisting with new product launches.
11. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
12. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
13. Any other duty as may be assigned by the supervisor or management from time to time

Requirements

1. Bachelor's Degree in Marketing/PR or related field
2. Professional Certification in Marketing
3. 5 years' experience in a similar position
4. Presentation skills
5. Interpersonal and communication skills
6. Strong Digital Marketing skills
7. Negotiation skills
8. Ability to obtain, analyse and translate data

Interested candidates should submit their applications attaching CV only to recruitment@tracom.co.ke by 28th February 2023. Only shortlisted candidates will be contacted.