Asili Complex, River Road, 1st Floor
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Job Description: Assistant Marketing Manager

Reports to: Marketing Manager

Overall Purpose of the Job: Responsible for assisting the Marketing Manager in the maximization of profits through the development of sales & Marketing strategies that match customer requirements and by promoting products, services or ideas. Participates in the development and management of strategic communications programs from conception to implementation through team development and leadership skills

Key Duties and Responsibilities

Targets

- Meet the set targets in terms of deposit mobilisation, loans selling and account opening.
- Promotion of bank's products.

Public Relations & Communications Management

- Ensures the mission, vision and values are incorporated into all activities
- Provides media training, coaching and messaging support to organization's spokespeople
- Monitors, analyzes, and communicates PR results to the management on a quarterly basis
- Maintains a keen understanding of industry trends and makes appropriate recommendations regarding communication strategies

Brands Strategy Development & Management

- Participates in the provision of strategic direction that contributes towards increased business and stronger marketing strategies for the organization
- Ensures brand positioning development and creative insight resulting in communications that resonate with target audiences
- Develops brands strategies to increase their popularity among target consumers and maximizes brand potential
- Crafts strategic communications plans to enable the reach of clients, by identifying audience patterns and matches their needs against what the client has to offer
- Develops annual brand plans in partnership with the sales and insight teams
- Conducts in-depth consumer analysis to determine the image/demand of a brand

Social Media Management

- Keeps up a strong social media presence on channels like Facebook, Instagram, and Twitter while ensuring high levels of engagement across all platforms
- Generates content for social media that is relevant and appealing to the local target audience
- Manages and oversees the social media content schedule and aligns the social media communication strategy with the overall marketing strategy
- Finds and implements exciting partnerships or giveaways with local brands and events and stays up-to-date with latest social media trends and topics
- Manages content team to produce relevant, compelling social media updates with links to products or promotions
- Suggests and implements campaigns that bring value to both drivers and riders

Client Relationship Management

- Builds and maintains relations with customers and key personnel within organization
- Serves as the liaison between the customer and internal departments to ensure the customer's needs are fulfilled effectively
- Actively identifies, develops and closes new opportunities with existing clients
- Proactively measures and nurtures client loyalty and satisfaction and implements plans to ensure both
- Provides client advocacy and ensures that client needs are understood
- Communicates sales performance, projections, plans, issues and other information to key personnel to ensure effective management of clients
- Communicates independently, effectively, clearly, and professionally with clients, employees, supervisors and managers to establish and maintain considerate and cooperative relationships
- Provides day-to-day leadership to the departmental staff to ensure that all the key players support the business strategies and departmental processes and procedures

General Administration

- Helps with the promotion and maintenance of a flexible, cooperative, team oriented, and customer focused attitude within and between departments
- Aids with general office correspondence to ensure all concerns from the clients are handled in a timely fashion
- Ensures that the office operations are streamlined and adhere to the set policies and procedures of the organization
- Manages the inventory of general office supplies and stationery
- Handles all communication, marketing, advertising, promotional activities and providing the required marketing support to the business units.
- Identifies vendors/suppliers for procurement for various marketing and promotional material
- Ensures timely distribution and dissemination of marketing material to branches and sales units

Strategic Management

- Develops and implements a marketing strategy (often as part of a wider sales and marketing programme)
- Evaluates and reviews marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective
- Tracks marketing performance and return on investment and prepare weekly or monthly reports for management
- Monitors and reports on competitor activity
- Oversees and manages the marketing budget
- Leads and manages marketing department staff by providing tasks, objectives, strategies, and projects
- Assists in interviewing, hiring, orientation, and training of new marketing department staff
- Manages the marketing department budget and uses financial strategy to advise all marketing plans
- Regularly interacts with sales and marketing staff to receive information and updates about marketing staff progress and results
- Evaluates marketing reports and sales data compiled by marketing staff members

- Presents regular updates and information to other department heads and executives
- Works with executives to incorporate marketing needs into overall company planning and strategy
- Monitors competitor activity and brainstorms potential improvements or changes in marketing strategy, products, or services
- Adheres to and implements company policies and procedures
- Any other duties as assigned

Qualifications

- **Bachelor's Degree or National Diploma in Sales and Marketing or any other business-related course**
- Professional Certification is an added advantage
- At least 1-2 years of work experience in sales and marketing,
- **Must have digital marketing skills**.
  Sales and marketing experience in a financial sector is a plus

Key Skills

- Strong Communication, Sales, Presentation, Management and leadership skills; goal-oriented, flexible and creative under pressure
- Knowledge of current marketing trends and multimedia platforms; strong budgeting, internet and computer skills
- Prior verifiable experience in sales targets achievements

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1. Qualified applicants are requested to submit cover letter, CV and professional certificates as **ONE PDF document** to hr@uni-microfinance.co.ke
2. To indicate the position applied for on the subject as: **"ASSISTANT MARKETING MANAGER".**
3. Please indicate current and expected monthly salary in Kenya Shillings**.**