



**KUSCCO LTD.**  
*Kenya Union of Savings & Credit Co-operatives Ltd*

## VACANCY NOTICE – MARKETING MANAGER

One of our clients, a large Savings and Credit Co-operative Society (SACCO) based in Githunguri, Kiambu County, with a large branch network in Central Kenya has retained us to recruit and fill the position of a Marketing Manager.

### Purpose

Reporting to the CEO, the successful candidate shall be responsible for developing, executing strategic marketing plans for the entire society in order to attract potential customers and retain existing business.

|                    |                                                                        |
|--------------------|------------------------------------------------------------------------|
| Title              | Marketing Manager                                                      |
| Job Reference No.  | MM/01/07/2018                                                          |
| Location           | Githunguri                                                             |
| Opening Date       | 31 <sup>st</sup> July 2018                                             |
| Closing Date       | 14 <sup>th</sup> August 2018                                           |
| Type of engagement | 3 years contract renewable                                             |
| Remuneration       | An attractive package will be negotiated with the successful candidate |

### Job Description

1. Developing the marketing strategy for the society in line with the Society's corporate objectives.
2. Coordinating marketing campaigns with sales activities and monthly targets.
3. Managing all the marketing activities for the society.
4. Overseeing the society's marketing budget.
5. Creation and publication of all marketing materials in line with society's marketing plans.
6. Planning and implementing the society's promotional campaigns.
7. Manage and improve lead generation campaigns and measuring results.
8. Overall responsibility for the society's brand management and corporate identity.
9. Preparing and implementing the society's online and print marketing campaigns.
10. Creating and executing a wide range of different marketing communications.
11. Working closely with the senior management and assisting with the new product launches.
12. Maintain effective internal communications to ensure that all relevant stakeholders of society are kept informed and involved where necessary.
13. Analysing potential strategic partner relationships for the society marketing.
14. Performing any other duties that may be assigned by the Society's CEO.



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### **Job Qualification**

1. University degree, preferably one with a bias in marketing or related functions;
2. Professional diploma in marketing;
3. A high level of applied computer literacy;
4. At least 5 years working experience in the marketing department of a busy institution, preferably in a SACCO society or a financial institution.
5. Be between 30-40 years.

### **Job Specification**

1. Excellent communication, Interpersonal and negotiation skills;
2. Ability to think relatively and innovatively.
3. Proficiency in budget management;
4. Analytical skills to forecast and identify customer needs, trends and challenges.
5. Familiarity with the latest trends, technologies and methodologies in marketing.

### **How to apply**

All qualified and interested applicants should apply online by sending by e-mail, an application letters with the requisite attachments to [recruitment@kuscco.com](mailto:recruitment@kuscco.com) so as to be received by 5.00 pm of Tuesday, 14<sup>th</sup> August 2018. All applications must indicate the job Reference No. and Job Title on the subject line of the forwarding e-mail with the following attachments: (1): The application Letter stating the reasons why the applicant believes that he/she is best suited candidate for the job, (2): current and expected pay (3) A succinct CV (Max. 2 pages); (4) a copy of National ID card.

Only short listed candidates will be contacted. Any form of canvassing will be sufficient grounds for disqualification. Applicants, who will not have received a response to their applications by 31<sup>st</sup> August 2018, may consider their applications as un-successful in this instance.

Application details may be kept in a database of applications for future reference.