

MARKETING POSITION VACANT

The Kenya Association of Manufacturers (KAM), established in 1959, is a membership organization representing over 750 leading manufacturing and value-add companies in Kenya. KAM is seeking to competitively fill the following vacant position:-

Designation: Marketing & Events Officer
Reporting to: Head of Corporate Communications and Marketing
Work Type: Permanent **Location:** Nairobi

Job Purpose:

This position is responsible for driving the growth of KAM brand and ensuring all aspects of its marketing and manufacturing match by coordinating, planning and effectively implementing the KAM brand and corporate events.

Key Objectives:

- Effective brand management
- Effective Execute high quality events to profile the organization
- Effective Stakeholder Relations
- Effective Marketing of corporate services
- Effective funds mobilization

Duties and Responsibilities

The specific duties and responsibilities will include, but not limited to the following:-

- Development and execution of a creative, multi-channel, integrated marketing strategy and innovative brand's positioning aligned with the ethos and goals of KAM;
- Helping shape and communicate organization's vision and mission by effectively mapping out the organization's value proposition;
- Translating brand elements into plans and go-to-market strategies and align the company around the brand's direction, choices and tactics;
- Develop and execute high quality and effective event concepts
- Support the Head of department to inspire both internal and external brand trust and cultivate messaging that promotes KAM brand;
- Championing the brand internally making sure all elements of the company understand the brand and its goals. Includes by presenting the brand strategy to relevant teams at internal meetings and conferences;
- Plan and oversee execution of company's marketing campaign programme both internally and externally within set timelines and stipulated budgets;
- Create and develop innovative and enduring brand messages that enhance brand loyalty and improved market share;
- Coordination of the design, procurement and management of high quality and effective marketing materials that align correctly with the overall brand strategy to optimize on brand promotion initiatives;
- Plan and manage organization's marketing events and evaluate their effectiveness /success;
- Reporting on all marketing activities to the Marketing manager;
- Ensure that brand guidelines are adhered to in all marketing activities across the company;
- Analyzing brand positioning and consumer insights and monitoring market trends;

- Support in sourcing of suppliers and products that fit with the context of the KAM brand to deliver high quality services and events for KAM;
- In charge of running and administering all on site logistics and supplier coordination to deliver high quality and seamless events;
- Organize and execute, site visits and rehearsals to select appropriate venue for events;
- Prepare plans for all aspects of events and assist in implementation for same;
- Ensure compliance to safety regulations and prepare appropriate budget for all events;
- Design various event proposals to attract funding for core company events;
- Proactive sourcing for sponsorships for core events and stakeholders engagement;
- Effective event planning including development of guest lists, invites and follow ups to ensure a high turnout for all events;
- Developing and sustaining strong working relationships with all stakeholders;
- Managing external agencies and ensuring marketing budgets are met;
- Perform other duties as may be assigned by the CEO.

Person Specification and Attributes:

- i. Degree in Marketing, business development, Advertising, Communications or a related discipline;
- ii. Hold professional qualification in Marketing. Being a member of a professional body shall be an added advantage.
- iii. Strong knowledge of marketing best practice and an eye for creative marketing opportunities;
- iv. Proven record in executing marketing and branding strategies
- v. Design skills including graphics and web design are an advantage
- vi. At least five (5) years' experience working in marketing, events or brand management within a similar busy industry;
- vii. Strong understanding of and natural love for brands and ability to lead and inspire great marketing;
- viii. Hands on commercial experience, self-driven and a passionate approach to marketing;
- ix. Creativity – Ability to come up with ideas that will reach and appeal to the target market;
- x. Not afraid to put in the extra effort and time;
- xi. The ability to influence staff on a 360 basis both up and down the organization is essential

How to Apply:

Interested and qualifying candidates should complete the online application form and submit their CV and Application letter only to hr@kam.co.ke indicating the words “**Marketing & Events Officer**” on the email subject line so as to reach us **not later than May 28, 2021**. Click on Link [here](#) to apply: **Only the shortlisted shall be contacted.**