

VACANCY

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: Digital & Social Media Management Officer

Reporting to: Head of Corporate Communications and Marketing

Work Type: Permanent

Location: Nairobi

Job Purpose:

This position is responsible for driving effective digital and social media communication within the organization

Key Objectives:

- Profile KAM effectively on all digital platforms
- Innovative Digital and Social Media strategies for KAM
- Creatively curated online content for KAM
- Up to date digital and social media tools and trends in place to position KAM brand
- Effective social media management on all company platforms
- Timely and accurate updating of Website

Duties and Responsibilities

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

- Evolve successful goal oriented digital and social media communication plans to support the organizational communications goals
- Undertake drafting and development of all content for Digital and Social media communication.
- Develop and conceptualize digital events in conjunction with the Marketing officer in order to profile KAM's advocacy work and business development services
- Produce and manage material for company website on behalf of the organization
- Daily maintenance and upkeep of company website in conjunction with IT department
- Strategic daily management of online and social media interactions
- Online Reputation/Risk management
- Digital Agency and social media agency management
- Publish videos and photography on company website and blogs.
- Build, grow and sustain online communities and follower base.
- Effective Budget Management/ROI
- Perform other duties as may be assigned by the CEO.

Person Specification and Attributes:

- i. Degree in communications or its equivalent, a professional training is an added advantage
- ii. Three (3) years' experience in a busy communications function
- iii. Proven record in Digital and Social Media Management
- iv. A creative and analytical thinker
- v. Exceptional verbal, editing and writing skills
- vi. Organizational and time management skills
- vii. Experience creating digital fliers and posters
- viii. Good understanding of the full digital web development lifecycle
- ix. Experience with creating animations and infographics
- x. Good Understanding of the local and global content creation ecosystem

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 "**Digital and Social Media Management Officer**" on the email subject line so as to reach us **not later than January 21, 2022**. Click on Link [here](#) to apply: **Only the shortlisted shall be contacted.**