

Job Title: Marketing and Media Manager

Job Title Reporting to: Country Manager

Our client is in the M-Health sector and is a company that provides health education, 24/7 access to doctors via the mobile phone and health funding solutions.

Key Relationships:

Interactions with:	Purpose of interactions:
Marketing team	Promotional material production and briefing of requirements. Management of the marketing department.
Sales, Marketing, Content & Development departments	Producing reports to monitor and measure campaign results
Management	Presentation of findings relating to marketing campaigns.

Purpose of the Job / Main Objectives are:

1	To: Develop & implement marketing /media strategies to support Sales (digital, telesales and sales agents).
2	To: Prepare and manage marketing / media plans and budgets
3	To: Work within Brand guidelines from Global Brand team
4	To: Study competitors' products and services
5	To: Explore ways of improving existing products and services, and increasing profitability
6	To: Identify target markets and develop strategies to communicate with them.
7	To: Manage the production of promotional material
8	To: Liaise with other internal departments such as sales, content and development, producing reports to monitor and measure campaign results and to present findings to management.

Qualifications:

Marketing Qualifications - 3 to 4 years relevant University degree/qualification essential

Experience:

Minimum of 8 years marketing management experience

Minimum of 2 years media strategy experience

Critical Thinking & Creative Thinking
Project Management - Projects can be simple or complex, short- or long-term, but they are increasingly happening in quick response to social media opportunities, maintaining the competitive advantage and through ongoing customer engagement
Analytical Skills - Need to know how to look beyond data to pick up on trends and patterns that can lead to better, more successful marketing efforts
Holistic Approach and experience in managing multiple marketing campaigns simultaneously
Technical efficiency as technology will continue to advance and closely influence how marketing is accomplished, it will always be important to be tech savvy
Excellent Communicator
Have knowledge of a wide range of marketing techniques and concepts
Ability to work under pressure
Proactive and ability to take initiative.
Ability to be persuasive and diplomatic
Good business awareness and ability to work within budget
Good leadership
Good presentation skills
Good client relationships
Good organizational skills and methodical worker
Ability to travel for business
Ability to take responsibility for tasks
Deadline driven
Good time keeping skills
Ability to motivate others and inspire the team
Ability to support others in team work with a diverse range of people

Computer Skills:

Microsoft Excel
Microsoft Word
Powerpoint

Key Competencies as an Employee of Organisation:

<p>Passion & values</p> <p>A key requirement is passion for the Organisations vision of transforming healthcare and improving lives. We are looking for people for whom this is not just a job, but a calling to make a difference.</p>
<p>Work/life balance</p> <ul style="list-style-type: none"> Maintains a conscious balance between work and personal life so that one doesn't dominate the other Is not one-dimensional Knows how to attend to both Gets what he/she wants from both

<p>Dealing with ambiguity</p> <ul style="list-style-type: none"> Can effectively cope with change Can shift gears comfortably Can decide and act without having the total picture Isn't upset when things are up in the air Doesn't have to finish things before moving on Can comfortably handle risk and uncertainty
<p>360° Communication</p> <ul style="list-style-type: none"> Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organisation Provides individuals information so that they can make accurate decisions Is timely with information
<p>Planning</p> <ul style="list-style-type: none"> Accurately scopes out length and difficulty of tasks and projects Sets objectives and goals Breaks down work into the process steps Develops schedules and task/people assignments Anticipates and adjusts for problems and roadblocks Measures performance against goals Evaluates results
<p>Drive for results</p> <ul style="list-style-type: none"> Can be counted on to exceed goals successfully Is constantly and consistently one of the top performers Very bottom-line oriented Steadfastly pushes self and others for results
<p>Self-development</p> <ul style="list-style-type: none"> Is personally committed to and actively works to continuously improve him/herself Understands that different situations and levels may call for different skills and approaches Works to deploy strengths Works on compensating for weakness and limits
<p>Customer Focus</p> <ul style="list-style-type: none"> Is dedicated to providing the highest quality products and services which meet the needs and requirements of internal and external customers Is committed to continuous improvement through empowerment and management by data Is willing to re-engineer processes from scratch Is open to suggestions and experimentation Creates a learning environment leading to the most efficient and effective work processes

Salary Range: Kshs. 250,000-300,000/-

Deadline for the position is 16th February 2015

Please follow the link to apply for this position

<http://kamakazi.co.ke/job/marketing-media-manager-job/>