
Job Location: Outskirts of Nairobi

Position: Digital Marketing Personnel

Role Purpose

Develop social media marketing plans and programs for each product and run marketing campaigns and manage all social media platforms (such as: Facebook, Twitter, LinkedIn, Instagram, TikTok and Snapchat).

Main Responsibilities

- Promote products, services, and content over social media, in a way that is consistent with an organization's brand and social media strategy.
- Oversee company's interactions with the public by implementing social media platforms' content strategies.
- Create content, including text posts, video and images for use on the company's social media platforms.
- Create engaging and visually appealing content in-store, including images and videos to showcase our products, including text posts, video and images for use on the company's social media platforms.
- Monitor, track, analyze, and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights.
- Optimize content to further encourage community interaction and engagement
- Keeping track of data and analyzing the performance of social media campaigns.
- Collaborate with colleagues across marketing departments to ensure consistent branding.
- Interact with customers and dealing with customers' enquiries.
- Managing a budget to be spent on promoting social media posts.
- Design and deliver creative and engaging social media strategies.
- Identify consumer trends to help with planning social media campaigns.
- Optimize content to further encourage community interaction and engagement
- Keeping track of data and analyzing the performance of social media campaigns.
- Collaborate with colleagues across marketing department to ensure consistent branding.
- Meeting with clients and other stakeholders (such as social media influencers). The meetings may involve pitching potential marketing campaigns.

Key Competencies

1. Attention to detail and accuracy in administrative tasks.
2. Strong communication and interpersonal skills.
3. Ability to prioritize tasks and manage time effectively.
4. Analytical and problem-solving skills.
5. Team player with a positive attitude and willingness to learn.
6. Great sales and negotiation skills

Qualifications

- Bachelor's degree in Business Administration, Sales and Marketing or a related course
- IT proficient (proficient in MS Word, Excel and PowerPoint)
- Proficiency in using digital marketing components such as Google Analytics