

Our client, a licensed non-withdrawable deposit taking Sacco headquartered in Nairobi is seeking to recruit qualified and highly motivated individual to fill the position of a Marketing Officer

MARKETING OFFICER REF: (CBI/MAO/02/25)

Reporting to the Loans Manager, the individual will be responsible for driving the marketing and business development Strategies of the Society, following strategic business initiatives by undertaking marketing activities towards growing and retaining the Society membership, savings mobilization and encouraging update of SACCO products and services to achieve a high level of customer satisfaction and profitability.

Tasks and Responsibilities

- Member acquisition: Reach out to different reputable organizations and onboard employers and employees into the SACCO.
- Awareness: Create awareness in members and potential members about the SACCO products and services with a view of onboarding them.
- Marketing campaigns: conduct the campaign both physically and online by designing marketing materials, coordinating promotional activities and social media management.
- Conducting market research: Gather data and conduct market research to identify potential clients, analyze competitors, and explore new marketing opportunities.
- Content creation and management: Creation of contents for various marketing channels, such as social media platforms, website, newsletters, or blog posts.
- Customer care: Explain to customers about SACCO products and services available and how to access them.
- Members Education: Develops and closely monitors the annual education program's calendar for the SACCO in liaison with the BDC and CEO.
- Customer Satisfaction: Collect comments and feedback from members to assess satisfaction levels with marketing campaigns, overall experience with the SACCO and advise on the next cause of action.
- Event planning: Organizing and coordinating events, such as promotional campaigns, workshops, seminars, or trade shows as required.
- Performing other duties as may be assigned from time to time.

Minimum Qualifications and Attributes

- A Degree in business related course with Marketing option required
- Must be computer literate
- Has 5 years of working experience in a marketing and business development role within SACCO or financial sector
- Strong analytical skills, interpretation, and presentation
- Customer service skills
- Time management skills
- Excellent communication, influencing and presentation skills
- Up to date with the latest trends and best practices in the co-operative sectors

- Excellent conflict resolution and interpersonal skills and ability to build lasting relationships with clients.
- Good understanding of the internal policies, systems and procedures of a SACCO.
- Ability to flourish with minimal supervision, be proactive and handle uncertainty.

How to apply

Interested and qualified applicants are requested to click on the link below and fill out the online application form and submit by **17th March 2025**. Any applications received after the closing date shall not be accepted.

<https://forms.office.com/r/zxdP7Ea54K>

Only shortlisted candidates will be contacted. If you do not hear from us by **20th March 2025**, consider your application as unsuccessful.