



ADVERTISEMENT OF VACANCY

Title: Manager – Marketing and Brand Enhancement

Grade/Skill level: **Manager**

Number of Post: One (1)

Station: Nairobi

Reporting structures and supervision

The incumbent will be reporting to the **HEAD OF BUSINESS GROWTH & SUSTAINABILITY**, who will assign your duties.

Supervision: Marketing Intern.

Interaction

DIRECT: AIB-AXYS Africa team.

INDIRECT: Partners and Agents.

EXTERNAL: Brand and media strategists.
Capital Markets Authority.

Job purpose

This position is responsible for positioning the brand as trusted, innovative and agile. This should ultimately result in business growth, increased market share and long-term sustainability.

Duties & Responsibilities:

The duties and responsibilities of the Job holder will be but not limited to the following;

1. Develop and implement comprehensive marketing strategies targeting foreign, diaspora, and local leads, enhancing brand awareness and driving conversions across digital, social media and offline channels.
2. Develop the annual marketing budget to ensure optimal resource allocation.
3. Conduct market research to inform competitive positioning.
4. Oversee all social media platforms, including content creation (with a focus on video), daily engagement, and customer service across Facebook, Twitter, LinkedIn, Threads, TikTok, YouTube, WhatsApp and more.



5. Manage digital campaigns, including SEM and Google Ads, to maximize reach and engagement.
6. Coordinate offline campaigns such as events, trainings, and activations in collaboration with partners to promote investor education and increase conversions.
7. Optimize SEO to improve organic research rankings.
8. Lead the University Stock Market Challenge, managing marketing efforts, student training via WhatsApp, and hosting webinars.
9. Develop internal communication strategies to support company objectives.
10. Build and maintain partnerships with media outlets, influencers and key stakeholders to achieve company goals.
11. Identify and develop partnerships to boost brand visibility and recruit agents to drive revenue growth.
12. Organize all company events, including holiday celebrations, corporate events and team building activities.
13. Manage all aspects of company branding, including email signatures and other corporate materials.
14. Facilitate the production of quarterly strategic updates and compile Board packs.
15. Conduct customer service market survey and prepare a board report annually.

Required qualifications

- i. Bachelor of Commerce - Marketing or equivalent.
- ii. Diploma in marketing.
- iii. Any other equivalent professional qualification.
- iv. Digital marketing certification.
- v. 4 years of experience.

Skills and Attributes

- Proven experience in digital marketing, offline marketing, and social media management.
- Strong technical knowledge of Kenya's Capital Market, Central Depository and Nairobi Securities Exchange.
- Industry-specific experience is a plus.
- Creative, innovative mindset, with the flexibility and work ethic to take on diverse tasks.

Applications sent to careers@aib-axysafrica.com on or before **9th October, 2024**.