

WE ARE HIRING

MARKETING ASSISTANT

Our client, a leading international real estate development and investment company based in Nairobi, Kenya is looking to hire an experienced Marketing Assistant to grow market share and increase sales.

Reporting to the Head of Marketing, this is an exciting opportunity for you to learn, develop new skills and grow in the organization. You will be responsible for implementation of marketing campaigns, initiatives and events; managing all digital platforms; and work towards meeting business objectives at all times.

Key contacts

- Marketing Team
- Sales team
- Finance Team
- Internal and external stakeholders
- External suppliers

Main responsibilities

- Assist the Head of Marketing with the management of marketing campaigns, initiatives and tasks as assigned.
- Administrative support:
 - o Compile weekly and monthly status reports of ongoing and upcoming marketing campaigns and initiatives.
 - o Manage and monitor the marketing and promotional material by checking and replenishing the inventory, when required and in accordance with the marketing budget.
 - o Assist with budget monitoring and recording of marketing expenses.
- Information Sharing - Facilitate with the dissemination of pertinent information to relevant internal (e.g. Sales, Project Team and Human Resource teams) and external (e.g. Media Agencies, suppliers) stakeholders.
- Supplier management – Seek and negotiate for best quotes while to drive savings, provide relevant information to ensure timely delivery and or execution of projects. Ensure proper invoicing process and timely payment of suppliers
- Digital Marketing – Implement the digital strategy as directed by the head of marketing. Maintain and update all social marketing platforms while keeping up to date with new trends and best practice.
- Competitor tracking – across traditional media and all digital platforms. Share new and innovative ways to improve brand image, increase awareness and drive sales.
- Other duties may be assigned or required for this position

Skills and competencies

- Content writing and marketing
- Ability to engage relevant stakeholders and suppliers with keen negotiation tact.
- Understanding audiences & being tactical enough to adapt to them while meeting business objectives.
- In depth knowledge of all social media platforms, website management, digital marketing and tactical strategies to drive engagement and awareness.
- Knowledge of SEO; PPC best practices; web analytics and internet marketing techniques.
- Attention to detail, creative and flexible.
- Strategic thinking, Interpersonal and organizational skills
- Ability to communicate concisely and demonstrate diplomacy as required
- Relationship Building and problem solving.

Personal Qualities

- Innovative
- Forward Thinking
- Eye for detail
- Analytical
- Proactive and displaying Entrepreneurial Spirit
- Ability to work under pressure
- Result orientation
- High energy
- Sociable
- Well spoken

Requirements

- Bachelor's Degree in Marketing and or Digital Marketing
- Minimum 2-4 years' experience in traditional marketing and digital marketing
- Digital Marketing certification.
- Highly motivated with a genuine drive to succeed.
- Strong budgeting and computer skills
- Real estate industry or luxury brands knowledge will be a plus

Remuneration

We offer all the advantages one would expect from a growing organization including a competitive salary and a comprehensive benefits package. We are an equal opportunities employer

Application process

Kindly send your CV and cover letter detailing your experience, qualification and motivation for the job to recruitment@lordshipafrica.com clearly indicating the job title as the subject and address it to the Recruitment Manager by 5pm 31st May 2019

Please indicate your current salary and the expected salary in your application.

CONTACT US:

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