

Assistant Brand & Trade Manager

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Company: Fuzu

Location: Nairobi

Category: other-general

Job Summary

Contract Type:

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Assistant Brand & Trade Manager

The Assistant Brand & Trade Manager will assist the Marketing & Communications Manager in running the day-to-day Agency coordination partnerships and PR management for seamless planning and operational execution and undertake the B2C and B2B facing brand executions at Fairmont The Norfolk and Fairmont Mara Safari Club.

What is in it for you:

Employee benefit card offering discounted rates in Accor worldwide

Learning programs through our Academies and the opportunity to earn qualifications while you work

Opportunity to develop your talent and grow within your property and across the world!

Ability to make a difference in the local community through our Corporate Social Responsibility activities, like Planet 21

Qualifications

Your experience and skills include:

A bachelor's degree in marketing, business administration, and communications.

Prior experience in marketing, advertising, or related roles (e.g., marketing coordinator, account executive)

Strong communication and interpersonal skills.

Analytical and critical thinking abilities.

Stellar project management skills with the ability to meet delivery deadlines

Creativity and strategic thinking.

Data analysis and interpretation.

Digital marketing knowledge

Team collaboration and leadership skills.

Understanding and application of consumer behaviour and market trends.

A team Player and a great collaborator

A self-starter that is highly self-motivated with a positive attitude

A good, clear and concise communicator- oral, written and presentation skills

Passionate about hospitality, marketing and brand custodianship

Creative mind with story-telling abilities

Solution-oriented

Able to multitask and juggle competing priorities

Always connected, in case of any negative online publicity

A Can-do attitude and optimistic

A relationship builder

Responsibilities

Reporting to the Marketing & Communications Manager, responsibilities and essential job functions include but are not limited to the following:

Developing B2B marketing campaigns and promotional strategies based on product features and target markets

Networking to understand B2B partners insights, create new opportunities, tailor new B2B products and facilitate the work of our Sales team.

Coordinating with advertising agencies to ensure that all materials are meeting company standards

Managing the company's relationship with b2b clients and sharing brand communications to the different chambers of commerce weekly

Monitoring competition and industry trends to identify opportunities for growth

Assist the Director of Sales and team with communication kit, B2B products/packages, events, trade shows

Prepare B2B giveaways and press kits

Activate b2B digital and B2B social media (Linkedin, Twitter and any new relevant social media where they have identified audiences) and will co-build with the digital and social media manager the calendar of communications.

Allocate and monitor a budget for advertising and promotion.

Assist in coordinating B2C ,PR, advertising,digital communications, Influencer and partnership management under the Senior Brand manager

Draft Briefs to the advertising, PR, agencies and content creation committee

Execute the quarterly actions of the brand strategy developed by the Senior Brand manager

Develop the monthly report and KPI analysis of all brand, PR and advertising campaigns and measure the impact

Report to the Marketing & Communications Manager, on campaign KPIs, and monthly reporting of executions to review impact.

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