

Assistant Manager, Brand Development – Fuel & Club at Koko Networks

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Company: JobWebKenya

Location: Kenya

Category: computer-and-mathematical

Job Description

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This company was formerly known as SmartCook Energy. Last-mile energy networks for Africa's cities. Smarter commerce for urban Africa. Unique rich media delivery platforms. Our mission is to improve life for everyone in Africa's cities.

Your Role

As Assistant Manager, Brand Development – KOKO Fuel, you will assist the BD Manager to develop a customer-facing brand strategy. This role involves designing and or refining world-class marketing mixes for KOKO Fuel that will make the brand more relevant (functionally, culturally & socially), easy (to see, to access, to find), and distinctive across geographies. You will be responsible for KPIs such as market share, sales growth, transaction growth, penetration, Average Litres per Cooker (ALPC), Average Revenue per User (ARPU), and Brand Health metrics as well as key initiatives in the 8 Quarter Rolling Plan.

What You Will Do

Insights:

Assist Manager, BD Fuel & Club to uncover deep customer insights by partnering with Marketing Research to resolve knowledge gaps, connect information and understand customer needs, wants and desires to create actionable opportunities

Assist Manager, BD Fuel & Club to review market research results to determine whether there's a need for changes in our products and services.

Stay current on market trends and competitor activity.

Strategy & Planning:

Assist Manager, BD Fuel & Club to develop a 24-month Brand Vision Plan and brand strategy (proposition, promotion, portfolio, pack, place, product, and price) for KOKO Fuel.

Assist Manager, BD Fuel & Club to design and or refine Brand Positioning and Brand ID guidelines.

Assist Manager, BD Fuel & Club to develop repeatable models that are scalable across multiple countries.

Execution:

Assist Manager, BD Fuel & Club to develop world-class brand and communication assets for the business units to use and ensure implementation in Business Units (BUs).

Assist Manager, BD Fuel & Club to develop communication toolkits and Think Big packs for BUs.

Assist Manager, BD Fuel & Club to develop 8 Quarter Activity plans that include innovation, renovation, and non-innovation-led growth activities while ensuring implementation.

Partner with the Product and Market Research team to validate the new product/innovation pipeline with customers.

Tracking & Control:

Track key performance indicators and key initiatives for KOKO Fuel.

Manage relevant BD Budgets.

Stakeholder Engagement:

Engage with internal teams (Brand Building teams, BULT, cross-functional teams, Product Teams, Market Research, and Global Teams) as well as external stakeholders such as Brand agencies.

What You Will Bring to KOKO

Proven experience and track record at Assistant Brand Manager level in Brand Development.

Demonstrated success designing marketing mixes and implementing brand strategies

across urban and rural areas.

3+ years of experience in mass market retail and or FMCG in global companies.

Basic appreciation of marketing..

University degree in a related field, with postgraduate degrees preferred.

Comfort role modeling behaviors in line with KOKO culture, including leadership, professionalism, customer orientation, safety consciousness, and innovation.

Ability to work in a self-led manner, in an environment with significant time pressure.

Unquestionable integrity.

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