

Communications Officer at Space and Style Ltd

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Job Description

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Space and Style Ltd is a Kenyan company that has been in operation since , steadily growing to be at the forefront of supply of specialized building solutions. It is through the strength of our products that we have the potential to be market leaders in the building industry in Kenya and the region. **OUR VISION** Our vision is to revolutionarize the building and construction industry in the region and to be a market leader in the pioneer of innovative specialized building product concepts. **OUR OBJECTIVE** To partner with builders and suppliers in the provision of specialized building material solutions **MISSION:** To offer high quality affordable environmental friendly building materials and superior customer service **VALUES AND BELIEFS** At the heart of our company is our belief in integrity and professional practice

Job purpose

The main purpose of this role is to use communication as a strategic tool to drive growth for S & S by supporting the implementation of the corporate communications internal and external strategies while overseeing the communications activities of the company, including public relations and marketing.

Requirements

Knowledge, experience, and qualifications required

Bachelor's degree in communications, Public Relations, Journalism, Marketing, Business Administration or any other business-related fields.

Minimum of 3 years' experience in communications, digital, PR, marketing and branding preferably in digital channels.

Competencies

Ability to create content for a range of audiences for a mix of purposes.

An understanding of media and ability to tell our story.

An understanding of digital copywriting and publishing

Ability to apply metrics to measure marketing initiatives' effectiveness.

Sound knowledge of marketing, branding, and advertising best practices.

Knowledge of Digital/Online/Social Media strategy, audience management and analytics.

Ability to identify and interpret consumer and market trend analysis.

Ability to write and edit highly engaging pieces for different audiences across online and print communications.

Experience of website and intranet/extranet development and management.

Experience of maintaining and protecting an organisation's brand in a variety of formats.

Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools, HTML, and web analytics.

Experience in planning events

Ability to use design software such as Adobe Illustrator, Photoshop, or InDesign.

Ability to originate unique ideas.

Quality orientation.

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