

Community Manager at BURN Manufacturing

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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BURN designs, manufactures, and distributes aspirational fuel-efficient cooking products that save lives and forests in the developing world. BURN has revolutionized the global cookstove sector by proving the business case for selling a high quality, locally manufactured and unsubsidized cookstoves. Since 2010, BURN has sold 1,000,000+ high quality, locally manufactured and unsubsidized jikokoas (wood-burning stoves) in East Africa. These stoves have helped 1,000,000+ beneficiaries save \$39 million in fuel expenditures and 1,000,000+ tons of wood while reducing indoor air pollution by 65%. BURN currently sells ~10,000 stoves per month and intend to double sales by the end of 2020.

Duties and Responsibilities

Monitor and attend to queries, concerns and comments posted on the company's social media platforms.

Liaise with in-country commercial, distribution, and marketing teams to meet and exceed customer expectations.

Daily review of social media posts for accuracy and ensuring inappropriate content is appropriately escalated and resolved.

Generate content from the digital marketing strategy, and provide weekly reports on feedback, outstanding queries and support provided.

Organize and participate in events to build community and boost brand awareness.

Coordinate with Digital Marketing and Customer Care team meetings to ensure brand consistency and work.

Liaise with multifunctional departments to stay updated on product and features development.

Build relationships with existing customers, potential customers, and industry professionals.

Suggest and implement new features to develop brand awareness, like promotions and competitions.

Stay up to date with current technologies and trends in social media, design tools and applications.

Skills and Experience

Bsc Marketing or relevant

Google for Africa Skills.

Excellent Communication skills- verbal, written, and analytical.

Any social media management tool e.g. Hootsuite, Sprout Social, Agorapulse

Working knowledge of CRM –Zendesk or Freshdesk

Proven work experience as a community manager and or digital customer care

Experience launching community initiatives (e.g. building an online forum, creating an event series and writing an email newsletter)

Ability to identify and track relevant community metrics.

Excellent written, and verbal communication skills, analytical skills, and multitasking

Hands-on experience with social media and customer care management for brands

Ability to interpret online customer engagement metrics.

Knowledge of online marketing and marketing channels

BSc degree in Marketing or a relevant field

MUST have a high EQ.

Ability to prioritize and escalate matrix.

Excellent people skills to be able to deal with customers.

Able to close the feedback loop and work independently with once-a-week check-ins.

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