

## Customer Experience and Marketing Analyst Manager at Vivo Energy

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Vivo Energy is the Shell licensee in 16 countries in Africa. We are proud to offer our customers the very best of Shell's high quality products and services – including supply reliability, technical expertise and unmatched customer service – in the countries where we operate. In doing so, we have in place industry-leading health and safety standards, and are committed to delivering Shell's fuels and lubricants in an environmentally and socially responsible manner. A joint venture between Vitol (40%), Helios Investment Partners (40%) and Shell (20%), Vivo Energy represents a unique combination of resources, experience and expertise.

### Job purpose:

Improve the Lubricants customer experience and internal employee experience.

Leverage Lubricants data analytics extracted from different platforms to improve and synergize digital and marketing strategies

Drive the growth and development of the Lubricants through consumer acquisition and retention across all Vivo Energy Operating Units and export countries

Design Consumer growth strategy driving implementation of the agreed action plan within Vivo Energy Operating Units

Ensure brand consistency in messaging across channels

Coach and mentor Marketing community through instilling the right capabilities and skills to

manage Consumer's satisfaction

### **Principal Accountabilities:**

Project management and project delivery from Central to Local, traffic and operations

Consumer insights management to feed growth strategy

Digital design and production ; translate Marketing brief into Digital / IT requirements .

Ability to interact and understand Digital IT requirement to drive effective project delivery

Digital Marketing and Data Analytics

Copywriting and content strategy

Engaging and acquiring new customers using proven and successful techniques/approaches from the best in class FMCG companies

Working closely with Communication agency and leading innovative and profitable campaigns.

Using consumer insights to build the marketing campaigns.

Managing marketing budgets and ensuring the resources are optimized.

Working closely with the rest of the Lubes marketing team and other Consumer categories (Fuel and CR) to ensure a coordinated approach to marketing campaigns.

Developing and coordinating marketing campaigns alongside consumer partners.

Monthly reviews of all campaigns and consolidating for report to Senior Leadership.

Market intelligence, monitoring what's happening in the consumer space, both within industry and other businesses for best practices and benchmarks

Lead the Lubricants Digital transformation : strategy and action. Centrally designed , locally implemented

Coordinating with Digital Teams to integrate Lubricants presence in the customer assets such as digital customer acquisition and social media marketing.

### **Requirements**

Post graduate degree in marketing or other relevant area of study

Previous experience as a consumer marketing manager essential.

Digital projects implementation experience is required

Passionate and driven marketing manager with up to date knowledge of latest marketing and digital techniques.

A minimum of 12 years marketing experience ideally in the FMCG sector

A self-starter who is detail and action-oriented, organized, resourceful, and collaborative

Strong interpersonal skills are required, with a win-win approach to collaboration and relationship-building

Able to handle multiple projects and meet deadlines in a fast-paced environment with strong follow-up skills

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