

## DIGITAL MARKETING HEAD

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Company: Mcarfix Limited

Location: Nairobi

Category: Business-and-Financial-Operations

As the Digital Marketing Head, you shall, foremost, be responsible for revenue generation through and using digital platforms, and to lead and line-manage the digital sales team, have a day-to-day overview of the Company's website, online presence, digital platform activity, and social media channels and a strategic overview of the ecosystem, and performance of the product on the dashboard, and ensure the Company's digital presence is constantly improving. You shall be responsible for recruiting, training, leading and managing the Digital Marketing Team and driving their performance to achieve their sales targets towards consistently increasing net profits for the organization. You shall use your in-depth knowledge in digital marketing and in-depth understanding of the online marketplace to develop a strong digital strategy that is tailored to the Company's goals and objectives. You shall design and run campaigns over multiple channels including online ads, social media, display ads, email, webinars etc. and also utilize other lead generation, marketing and selling methods to scale up demand for our product. You shall be responsible for all aspects of the demand generation process and building a complete lead generation system that gets results. Your ultimate goal is to deliver on daily, monthly, quarterly and annual revenue targets. You shall be required to get your team to deliver game-changing results, spearheading the move to take the product global within months. Reporting to the CEO and/or his designate, the main roles of this position include: 1. Generate consistently increasing revenue for the company by meeting the set daily, weekly, monthly, quarterly and yearly revenue targets 2. Set up, implement and manage the Company's overall digital marketing strategy in order to achieve our business goals and objectives 3. Maintain an

overview of all online communications, external-facing digital products and 4. social media across all platforms, developing and promoting standards and processes to 5. ensure quality, usability and consistency for our audiences 6. Develop and execute campaigns tied to Product and Sales Goals 7. Coach, advise and share information on digital content, communications and services with the wider organization. Encourage and support staff across the Company to engage with digital communications and adopt a 'digital first' mind set 8. Keep on top of new and innovative ways to present the Company's digital content, proposing and innovating ways to develop its content in line with changing digital trends and target audience preferences 9. Ensure that the customer experience is given top priority and develop proper feedback mechanisms 10. Prepare sales and marketing plans and strategies in line with the company's business objectives 11. Generate new business for the company as well as maintain current business relationships with existing clients 12. Build inbound and outbound marketing plans 13. Lead growth marketing for the products in different regions/territories/countries in keeping with the company's expansion plans 14. Design and execute marketing campaigns that you plan across customer segments and digital channels based on performance goals of the Sales team 15. Write marketing campaign briefs that guide your team to flawless execution and achievement of the set goals 16. Assist in setting daily, monthly, weekly, quarterly, and annual targets, and communicating and monitoring their achievement by the Digital Sales Representatives as well as developing commission structures 17. Ensure thorough, unassailable product knowledge and sales skills of all team members 18. Ensure that all team members execute flawless sales pitches and consistently improve their selling skills and keep apprised of product developments and other changes 19. Set the pace for the Digital Sales Representatives and constantly provide feedback to better their performance 20. Provide clear, timely and targeted coaching to your activation team to eliminate quality issues and improve performance to ensure sales targets are met and targeted MQLs and SQLs are generated 21. Prepare and present standard and ad hoc reports on all sales and marketing activities and status of performance 22. Develop and cascade campaign briefs to guide your Marketing Activation team to deliver the targeted MQLs and SQLs 23. Maintain the Company's brand's online presence and sales by working on various marketing campaigns and engaging prospects on various social media platforms 24. Manage and oversee various digital marketing channels 25. Take the lead on Google Analytics and other digital monitoring/measurement tools, ensuring that digital metrics are well-implemented, closely

monitored and consistently reported 26. Measure ROI and KPIs of the business investments and the Sales and Marketing team members 27. Prepare and manage the digital marketing budget 28. Oversee all the company's social media accounts 29. Suggest activities for improving the quality of online content 30. Track and measure SEO and Google Analytics metrics and provide reports 31. Research and forecast future sales and performance trends 32. Lead, supervise and motivate members of the digital marketing team 33. Research on competitors, opportunities and threats in the market and provide suggestions for improvement etc. 34. Handling customer issues and escalating them accordingly 35. Optimizing the customer experience and engagement with the Company and its products 36. Keep abreast with industry and market trends and best practices 37. Develop, participate, and deliver high-level impactful presentations and conclusions to senior management and key stakeholders 38. Any other duties as may be assigned from time to time

Skills and Qualifications for this position include: Relevant qualifications in Digital Marketing • Brought in revenues of over \$10 Million through digital marketing • Thorough understanding of the Motor Vehicle Sector is preferred • Passion for digital technologies and various digital marketing channels • Over 8 years of experience as in a similar position • Experience in establishing business goals and strategies • Excellent analytical skills to understand market dynamics, determine appropriate strategies, and identify opportunities for growth and improvement • Excellent communication and leadership qualities • Ability to work under pressure

Key Performance Indicators • Achieve 100% revenue generation through meeting daily, weekly, monthly and yearly Sales targets • Achieve 100% set target for number of qualified leads per day, week, month and year • Achieve 100% client retention rate for each month • Recruit, train, manage, deploy and retain the set optimal number of Digital Sales Representatives • Ensure Digital Sales Representatives reporting to you achieve 100% of their daily, weekly, monthly and yearly Sales targets • Achieve set targets in the ecosystem and maintain optimal numbers

How to Apply Interested and qualified persons are invited to send their cover letter, CV and copies of certificates to [hr@mcifix.com](mailto:hr@mcifix.com) Insert the position you are applying for as the subject of your email Please note that applications shall be processed on a first-come-first served basis. While we appreciate all interest in working with us, due to the number of applications we receive, we regret that only shortlisted candidates shall be contacted. "We are an equal opportunity employer"

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