

## Junior PR Manager

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Company: Jiji Kenya

Location: Nairobi

Category: other-general

Jiji is the largest online marketplace with over 10 million visitors and 5 million active ads on our site. We have been recognized as the best classifieds twice in a row with the highest visibility and returns on our different categories and services. Our site has continuously gained trust among Kenyans enabling us to be the Mobile App of the Year | Shopping and E-commerce in Kenya. We have had a tremendous impact among our buyers and sellers which has positively contributed to their growth.

### The Role

#### You will be responsible for :

Develop PR campaigns and media relations strategies

Get regular free media coverage and follow industry trends

Track performance of campaigns and activations by key metrics

Collaborate with other team members in the PR and Marketing department

Lead execution of local marketing campaigns, activities, and projects including gatekeeping of brand assets like merch and other materials

Organize, attend PR events, and serve as company spokesman

Build positive relationships with stakeholders, media, and the public

Edit and update different kinds of content to match brand guidelines

Seek opportunities for partnerships, sponsorship, and advertising

Prepare monthly reports on tasks done against objectives

Ability to work well under pressure and multitask

Project and budget management skills

Integrity and professionalism

Understanding social media and experience working with bloggers would be a plus

### **That's why we offer you the following benefits:**

Compensation – a competitive retainer plus bonus based on monthly targets

Clear career path for strategic leadership – growth opportunity to be able to lead and shape the PR strategy for our organization, influencing our brand image and communication initiatives at a strategic level

Innovative culture – thrive in our innovative and forward-thinking culture, where your creative ideas and strategic thinking will be embraced and supported

Networking opportunities – build a strong professional network through regular industry events, conferences, and networking opportunities, enhancing both your personal and professional growth

Global impact – contribute to our global presence and make a difference on a large scale as you manage PR efforts that resonate with audiences worldwide

### **Ideal Profile**

#### **We believe that you'll succeed better if you possess the following:**

Degree/Diploma in Communications, Public Relations or Marketing

1 year and above experience as a PR officer, marketing officer or account manager with a busy advertising agency

Established professional relationships with media agencies in Kenya

Superb communication, presentation, writing, and reporting skills

Creativity and problem-solving aptitude

### What's on Offer?

Fantastic work culture

Attractive Salary & Benefits

Join a market leader within Ecommerce / Marketplaces

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