

Manager - Strategic Communication and Content Management

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Manager - Strategic Communication and Content Management

Kenya, Kenya

Job Description

Our client is a leading Audit, Tax, Advisory, and Business Services & Outsourcing services firm in East Africa.

Job Function:

Provide services in strategic communication and content management to enhance brand visibility and perception by key external audiences.

Principal responsibilities:

- Strategy formulation and implementation

- Graphic design: PowerPoint, websites – User Interface/ User Experience (UI/ UX) and other collaterals

- Digital marketing expertise

- Competitor analysis and tracking, and preparing market sizing reports

- Country Reports: formatting and regularly delivering after coordinating with experts/ colleagues - Tax, compliance and market outlook, Newsletters and Newspaper/ web articles (using Best Practices), publishing on every available channel

- Update the firm's brochures, company profile, posters, banners, etc.

- EA website: updating regularly based on customer journey and tracking usage

- Company brand management: appearance on external websites and social media:

WhatsApp/ Instagram/ Twitter/ Facebook/ LinkedIn/ Yammer groups, etc., and mainstream media: Newspaper, TV, etc. Create videos and photo stock for firm promotion

Brand promotion and communication based on industry guidelines, plus PowerPoint/ Word/ PDF templates, videos, computer-generated animation, etc.

Corporate Social Responsibility-CSR activities: People helping people achieve their dreams and staff involvement in the same

Key news dissemination from Africa: internally and to clients

Social media update: Brand visibility on various platforms such as Facebook, Google rating, Glassdoor, LinkedIn, Blogs/ Vlogs

Apply for awards and recognitions, sponsor/ lead award ceremonies, etc

Ready to work in Management Consulting jobs: Report-writing for Development Advisory, market analysis, strategy consulting

Key Qualifications and Experience

Bachelor's degree in Marketing, Communications, Public Relations or related field from a reputable institution

MBA Strategic Management/ Marketing from a reputable institution is a plus
Five (5) years marketing report-writing and content management experience with multinational corporations, advisory firms, start-ups, commercial banks, venture capital firms, etc

Job Profile

Key Competencies and Personal Specifications

Excellent communication skills, both written and spoken

Self-starter and confident with client communication and making presentations

Excellent skills in MS Office: Word, PowerPoint

Excellent report-writing skills

Excellent skills in graphics and website design – UI/UX

Creativity and innovativeness

Strong attention to detail

Strong customer-orientation

Good knowledge of the market – good connects with Banks, DFIs, PE funds, HNWIs, other financial investors and strategic investors

Ability to work in a multi-disciplinary team

Required Skills

graphic design, UI/UX principles, Brand Management & Communication, digital marketing,

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