

Marketing and Communications Manager at Powerhive

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Powerhive is a technology venture founded in that partners with utilities and independent power producers to provide access to productive, affordable, and reliable microgrid electricity for millions of rural homes and businesses around the globe. Our proprietary technology platform and business model enables the financing, monetization, and management of distributed microgrid solutions. We are headquartered in Berkeley, CA. Resilient Energy Infrastructure for Off-grid Communities Powerhive's technology platform enables financing and monetization of distributed microgrids by reducing costs and stabilizing investment risk. Our cloud-based software application and proprietary smart meter automate account management tasks, remotely monitor and control microgrid operations and run real-time data analytics. Powerhive's solution allows customers to prepay for electricity through mobile money networks and gain access to an affordable electricity supply that can power small appliances and income generating equipment in addition to lights and mobile phone chargers. Powerhive equips investors, project developers, and electricity providers with the tools necessary to deploy sustainable off-grid energy solutions in communities far beyond the reach of grid infrastructure. Please visit /careers for career opportunities. Specialties Prepaid solar power, Microgrid financing and monetization, Electricity metering & management, Off-grid energy solutions

Responsibilities:

Develop and Implement Communication Strategy: Collaborate with the executive team to

develop and execute a comprehensive marketing communications strategy aligned with our business goals. Ensure consistent and compelling messaging across all communication channels and materials.

Social Media Management: Manage the company's social media accounts. Guide the team in content creation, scheduling posts, monitoring engagement, and responding to comments and messages. Stay up-to-date with social media trends and best practices.

Content Creation and Branding: Lead the team to create engaging and informative content for various communication channels, such as the company website, social media platforms, blog posts, and offline materials. Ensure the maintenance of brand identity and messaging guidelines.

External Communications: Manage external communications, including media relations, press releases, and media visits. Cultivate positive relationships with the media and handle inquiries from journalists. Oversee the team's efforts in maintaining a favorable public image.

Analytics and Reporting: Monitor and analyze communication efforts to assess their effectiveness. Generate regular reports on key performance indicators (KPIs) and provide insights for continuous improvement.

Stakeholder Relations: Assist in managing relationships with key stakeholders, such as investors, customers, suppliers, and community organizations. Develop effective communication strategies to engage and inform these stakeholders.

Team Management: Build and lead the marketing team. Provide guidance, support, and mentorship to team members. Delegate tasks, set clear objectives, and make individual contributions to ensure the overall team's success.

Required Skills and Experience:

Proven experience in marketing and/or communications roles, with a minimum of 5 years of work experience.

Familiarity with all social media platforms and experience managing and successfully growing a tech startup's profile and presence on LinkedIn

Strong leadership and team management skills, with experience directly managing other

marketing or communications professionals.

Excellent written and verbal communication skills. Demonstrated ability to articulate ideas clearly, adapt communication style for different channels and stakeholders, and actively listen.

Demonstrated ability to create engaging and persuasive content for various communication channels, such as press releases, articles, blog posts, social media posts, and offline media.

Strong understanding of branding principles and the ability to maintain consistent messaging and brand identity across all communication channels.

Proven ability to work under pressure and handle multiple projects simultaneously while meeting deadlines.

Strong interpersonal skills and the ability to collaborate effectively within a diverse and dynamic startup environment. Proven ability to build and maintain positive relationships with stakeholders, both internal and external.

Full-time, in-person availability within Nairobi, Kenya

Bonus Skills and Experience:

Strong storytelling skills, along with a deep understanding of how to articulate a startup's unique value proposition.

Experience building and nurturing relationships with key media outlets, bloggers, and potential partners can help amplify the startup's message and reach.

Familiarity using growth hacking techniques, such as rapid experimentation, data-driven decision-making, and user acquisition strategies to drive growth through communications efforts.

Resourcefulness and Budget Management: Experience achieving results with a lean budget is essential. Proven ability to maximize the impact of communication initiatives while managing costs.

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