

## Marketing Assistant at Upfield

[Apply Now](#)

Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

(adsbygoogle = window.adsbygoogle || []).push({});

Upfield is a company selling multiple brands of margarine and other food spreads, including Flora,

### About the role

Reporting to the Marketing Manager – Kenya and Digital, your role as Marketing Assistant will provide operational and administrative support to the Kenya and ESA Marketing team to enable the timely and seamless planning, execution and tracking of marketing campaigns and activities.

### So, what does it take to be successful in this role?

Support execution of general trade and modern trade marketing activities including giveaways, POS & branding, deployment of in-store activations, and coordination with the Channels and Categories Development team

Track and follow up on reverts/actions and approvals within Upfield to support timely deployment of activities

Identify and brief vendors and suppliers of merchandise, giveaways, and other marketing material with the guidance of the procurement and marketing to ensure timely production and delivery of these items

Liaise with creative agency to provide all necessary artwork and branding elements to production vendors; update artwork asset inventory

Assist in raising of purchase requests/purchase orders to ensure all vendor POs are issued on time

Compile and update weekly/monthly activity status reports in conjunction with marketing agencies to track execution of active campaigns

Consolidate data and reports from digital, BTL, and media agencies for the compilation of weekly/monthly reports and update of monthly performance metrics

Daily and weekly follow up with the respective marketing agencies – Creative, digital, media and BTL – to ensure timely execution of campaigns running within that period (monthly/quarterly)

Provide general support to the marketing function for requests from other Upfield teams – CCD, quality, corporate affairs, procurement – for marketing information/elements.

### **Skills, experience, and qualifications**

Bachelor's degree from an accredited University

Minimum – 1 year work experience in a professional business environment

Experience working within a marketing agency will be an added advantage.

[Apply Now](#)

### **Cross References and Citations:**

1. [Marketing Assistant at UpfieldGynecologistjobs Jobs Kenya Gynecologistjobs ↗](#)
2. [Marketing Assistant at UpfieldSearchaustralianjobsJobs Kenya Searchaustralianjobs ↗](#)
3. [Marketing Assistant at UpfieldRaleighjobs Jobs Kenya Raleighjobs ↗](#)
4. [Marketing Assistant at UpfieldDentistjobs Jobs Kenya Dentistjobs ↗](#)
5. [Marketing Assistant at UpfieldIndonesiajobs Jobs Kenya Indonesiajobs ↗](#)
6. [Marketing Assistant at UpfieldFinddriverjobs Jobs Kenya Finddriverjobs ↗](#)
7. [Marketing Assistant at UpfieldUnitedkingdomjobs Jobs Kenya Unitedkingdomjobs ↗](#)

8. Marketing Assistant at Upfield [Jobsinaustralia](#) [Jobs Kenya](#) [Jobsinaustralia](#) ↗
9. Marketing Assistant at Upfield [Saopaulojobs](#) [Jobs Kenya](#) [Saopaulojobs](#) ↗
10. Marketing Assistant at Upfield [Anyeventhire](#) [Jobs Kenya](#) [Anyeventhire](#) ↗
11. Marketing Assistant at Upfield [Ophthalmologistjobs](#) [Jobs Kenya](#) [Ophthalmologistjobs](#) ↗
12. Marketing Assistant at Upfield [Montrealjobs](#) [Jobs Kenya](#) [Montrealjobs](#) ↗
13. Marketing Assistant at Upfield [Healthcarejobsnearme](#) [Jobs Kenya](#) [Healthcarejobsnearme](#) ↗
14. Marketing Assistant at Upfield [Firefighterjobsnearme](#) [Jobs Kenya](#) [Firefighterjobsnearme](#) ↗
15. Marketing Assistant at Upfield [Nairobijobs](#) [Jobs Kenya](#) [Nairobijobs](#) ↗
16. Marketing Assistant at Upfield [Searchukjobs](#) [Jobs Kenya](#) [Searchukjobs](#) ↗
17. Marketing Assistant at Upfield [Referralrecruits](#) [Jobs Kenya](#) [Referralrecruits](#) ↗
18. Marketing Assistant at Upfield [Electronicsjobs](#) [Jobs Kenya](#) [Electronicsjobs](#) ↗
19. Marketing assistant at upfield [Jobs Kenya](#) ↗
20. AMP Version of Marketing assistant at upfield ↗
21. Marketing assistant at upfield [Kenya Jobs](#) ↗
22. Marketing assistant at upfield [Jobs Kenya](#) ↗
23. Marketing assistant at upfield [Job Search](#) ↗
24. Marketing assistant at upfield [Search](#) ↗
25. Marketing assistant at upfield [Find Jobs](#) ↗

Source: <https://ke.expertini.com/jobs/job/marketing-assistant-at-upfield-kenya-jobwebkenya-ef0a82c63d/>

Generated on: 2024-05-03 by [Expertini.Com](#)