

Marketing Business Executive at Kenya Airways

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Kenya Airways, the leading African airline flying to more African destinations than any other carrier, takes pride in being at the forefront of connecting Africa to the world and the World to Africa through its hub Nairobi Jomo Kenyatta International Airport.

Summary

To execute, implement and track planned marketing campaigns activities (B2B & B2C) to support meeting the key KPIs of brand awareness, customer preference loyalty, corporate revenues, digital direct and sustainability within the assigned region. You will monitor closely the day-to-day marketing activities ensuring that regular tracking is managed, and reported to the marketing managers. Additionally, you will coordinate and collaborate with stakeholders (sales managers, product managers, agencies, suppliers, and partners) on deployment of campaigns within the assigned region.

Responsibilities

To execute product launches designed to effectively introduce new products to the market.

Implement periodic marketing plans and budgets and monitor to ensure expenditure is in line with the company business plan.

Work closely with Branding Team to ensure their brand presence within the assigned region including regular audits that ensure product and brand integrity is in line with the brand manual/ standards.

Organize events to communicate brand and create top of mind awareness jointly with Region/Country Managers and Events and Sponsorship manager.

Contribute to the development and implement the marketing activities and calendars for the assigned region

Contribute to the development and implement of the regional media plan, including tracking of the chase list to assist in timely execution of the media plans.

Coordinate and ensure timely implementation of Sales and Marketing activity schedules

Evaluation of the Corporate sales tool kit to ensure it is up to date and liase with sales teams to update any outdated tools and new requirements

Support with Localization of content, for the assigned markets / Region

Build a database of customers in the relevant markets which can be used for direct marketing of AIRLINE products

Stock control of marketing Materials e.g. Rollup banners, Flyers, Merchandise to ensure stocks levels are good.

Market analysis, give a dash board view of the market intelligence available including share of Voice, Market share from the tools available, Competitor analysis and new trends.

Job Requirements

Qualifications

Bachelor's degree in Marketing

4 years' experience in a dynamic market environment

Good understanding of market research techniques, data analysis and statistics methods

Thorough knowledge of strategic planning principles and marketing best practices

Proficient in MSOffice

Familiarity with social media and web analytics (e.g. Web Trends)

Excellent communication and people skills

Strong organizational and time-management abilities

Creativity and commercial awareness

Additional Details

Fast learner

Thrives in a changing environment

Work in a self-directed manner

Team player

Result and customer oriented

Ability to work under pressure

Proactive and innovative.

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