

Marketing Coordinator

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Company: Nathan HR Human Resources

Location: Nairobi

Category: other-general

Job Summary:

The Marketing Coordinator will play a vital role in assisting the marketing team with the planning, execution, and analysis of marketing campaigns and initiatives. This individual will collaborate closely with cross-functional teams to ensure the successful implementation of marketing strategies and contribute to achieving company objectives.

Key Responsibilities:

1. **Campaign Support:** Assist in the development and execution of marketing campaigns across multiple channels, including digital, social media, email, and traditional advertising.
2. **Content Creation:** Support the creation and optimization of marketing content, including website copy, blog posts, social media posts, and email newsletters.
3. **Social Media Management:** Help manage and grow our social media presence by creating and scheduling posts, monitoring engagement, and analyzing performance metrics.
5. **Marketing Collateral:** Coordinate the production of marketing materials, such as brochures, flyers, and promotional items, ensuring brand consistency and quality.
6. **Event Coordination:** Support the planning and execution of marketing events, including trade shows, conferences, and product launches, from logistics to promotional activities.
7. **Market Research:** Conduct market research and competitive analysis to identify trends, insights, and opportunities for marketing initiatives.
8. **Analytics and Reporting:** Assist in tracking and analyzing marketing performance metrics, generating reports, and providing insights to optimize campaign effectiveness.
9. **Administrative Support:** Provide administrative support to the marketing team, including

managing calendars, scheduling meetings, and handling correspondence.

Qualifications:

- Strong understanding of marketing principles and techniques.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Familiarity with social media platforms and digital marketing tools.
- Strong organizational skills with the ability to manage multiple tasks simultaneously.
- Detail-oriented with a commitment to producing high-quality work.
- Ability to work independently as well as collaboratively within a team environment.
- Eagerness to learn and grow in a fast-paced, dynamic environment.

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