

Marketing Intern at Fresh Life

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Fresh Life works with municipalities and urban residents to develop and scale safe, citywide inclusive and financially sustainable sanitation solutions in fast growing cities starting with Nairobi, Kisumu and Eldoret in Kenya. Our innovative solutions are designed to suit the realities of today's cities, which are densely populated and heavily built up, particularly in low-income areas.

About the role

The role of a Marketing Intern is to help in planning and executing marketing campaigns that drive growth through the acquisition of FLT's, enhance brand visibility through the placement of POS materials and adequate branding, and help in carrying out market research and surveys to gather gaps, feedback, and customer insights.

Duties and Responsibilities

Accountability Cluster- Market Activation

Participate in planning and execution of Marketing Activities – (Market storms, Mobile clinics, community clean-ups, roadshows)

Conduct telemarketing of the leads gotten from the activity

Preparation of activity reports

Accountability Cluster- Market Research & Surveys

Participating in planning and execution of Customer feedback surveys (Net Promoter Score – NPS, Customer Journey- COJ, New market entry, Rapid assessments & Root Cause

Analysis (RCAS) etc)

Participating in the preparation of questionnaires and execution of marketing survey

Assisting with analysis, report writing and dissemination of findings

Accountability Cluster- Brand Building Activities

Participating in the brainstorming of messaging and designs for communication & visibility materials

Assisting with the placement and distribution of communication and visibility materials

Assisting with content development and postings of social media posts on digital platforms

Requirements

Qualifications

Bachelor's degree in Marketing or Business related courses

Entry-level with Marketing Background

Previous experience as a brand ambassador, running marketing campaigns, trade marketing supervisory, roadshows, and event management, etc.

Effective communication & report-writing skills

Basic digital marketing and community management skills,

Creative thinking and customer relationship

Possess lots of energy as this role requires field-based activations in urban informal settlements.

Male applicants are encouraged to apply

Characteristics we look for to succeed in this role include:

Enthusiasm for operational excellence – You prototype, seek feedback, and make improvements. You see through tasks and projects, not only until they're completed but until they become a standard way of working. You are excited to build systems and processes and share them with colleagues to make everyone's work more efficient.

Adaptability – You see a challenge as an opportunity to pivot and improve. You “make it work”, get creative, and figure out how to adapt ideas based on new information. When presented with an issue, you propose a solution and the steps needed to get there.

Ability to prioritise and maintain a birds-eye view of multiple activities – You like working on multiple activities at the same time and have a system for staying organised. You can identify what needs attention most urgently and are ready to help colleagues do the same.

Team spirit – You want to be a part of a motivated and high-performing team. You bring enthusiasm to your work, have fun with colleagues, see accomplishments as a team effort, and are willing to help out wherever you can.

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