

Marketing Lead

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Company: Nathan HR Human Resources

Location: Nairobi

Category: business-and-financial-operations

Responsibilities:

As a Marketing Lead, you will be responsible for overseeing various marketing initiatives and campaigns under the guidance of the Marketing Head. Your role will involve collaboration with cross-functional teams to ensure alignment with overall marketing strategies and objectives.

Key Duties:

1. **Collaboration:** Work closely with the Marketing Head and other team members to develop and execute marketing plans and strategies.
2. **Campaign Management:** Lead the planning, execution, and analysis of marketing campaigns across various channels such as digital, social media, email, and traditional media.
3. **Team Coordination:** Coordinate with internal teams such as design, content, and sales to ensure seamless execution of marketing initiatives.
4. **Creative Input:** Provide creative input and ideas for marketing campaigns, content creation, and promotional activities.
5. **Reporting and Analysis:** Track and analyze marketing performance metrics, prepare reports, and provide insights to optimize future marketing efforts.
6. **Flexibility:** Adapt to changing priorities and market conditions while maintaining focus on key marketing objectives.
7. **Instruction Adherence:** Take instructions from the Marketing Head and also demonstrate the ability to exercise autonomy and make decisions when necessary.

8. Leadership: Lead by example, fostering a collaborative and innovative environment within the marketing team.

9. Market Research: Conduct market research and competitor analysis to identify trends, opportunities, and potential threats.

10. Budget Management: Assist in the development and management of marketing budgets, ensuring cost-effective allocation of resources.

Qualifications:

- Proven experience in marketing roles, with a focus on campaign management and strategy development.
- Strong communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Proficiency in marketing tools and platforms such as Google Analytics, social media management tools, and CRM software.
- Demonstrated leadership qualities with the ability to motivate and inspire team members.
- Flexibility to adapt to changing priorities and deadlines in a fast-paced environment.

Reporting Structure:

The Marketing Lead will report directly to the Marketing Head and collaborate closely with other members of the marketing team.

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Cross References and Citations:

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