

Marketing Manager 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

This job is responsible for developing and implementing corporate marketing strategies that focus on demand and lead generation within the assigned territory. You will drive customer preference and loyalty to KQ brand by analyzing, proposing and implementing relevant marketing growth strategies within Europe, MEGI, Asia, West Africa & Americas through online and offline marketing. You will initiate and coordinate marketing initiatives between head office and your assigned territory, to deliver targeted marketing programs resulting into a consistently improved market position for KQ. You will support the Corporate Brand manager to cascade sub-brand and Sustainability activities within your territory.

Responsibilities

Demand Creation and Market Stimulation(Corporate Marketing)

Lead the development and implementation of marketing plans aligned to the assigned regions objectives, providing inputs and local insights to ensure relevance to market context and working with regional stakeholders (General managers, PRM, digital commerce).

Drive promotional activities through an IMC approach to achieve laid out objectives.

Plan and propose efficient media channels and buys (both offline and online) to achieve required efficiencies and reach for the assigned region.

Work with research to plan and monitor campaign and channel performance with the aid of tracking tools and propose relevant actions to ensure assigned objectives are met.

Provide regional sales with aids and tool kits to effectively market KQ brand within the assigned region.

Ensure optimal exposure of direct first is established as the preferred channel in the assigned region.

Ensure effective cross selling of other KQ products within campaigns, in the assigned region.

Monitor day to day in market campaigns in the assigned region, ensuring the team is aligned with the brand guidelines, processes, timelines and provides regular tracking and reporting.

Regional Strategy Formulation

Define, design, develop and implement marketing strategies, to drive brand awareness, customer preference & loyalty, corporate revenues via omnichannel within the assigned territory.

Work with stakeholders (sales director, head of PRM & their staff, Communications team, brand manager) to establish marketing growth strategies to support the assigned regions' revenue goals.

Work with stakeholders (Brand, communication, research, loyalty and digital commerce teams) to plan strategic brand initiatives aligned to the corporate strategy, within the assigned region.

Evaluate market trends and competitor intelligence across various platforms to ensure strategies are aligned to market conditions.

Report in writing the performance on the various campaigns and their impact on the bottom-line. (M& E).

Design and implement creative strategies and media executions (view) with agency partners.

Set and achieve KPIs for online and offline channels within the assigned region.

Budgetary control

Develop Yearly regional marketing Cost Centre Budget.

Monitor and control the individual Cost Centre Budget.

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

Prepare budgets for campaigns and monitor and implement accordingly.

Seek partnerships that will ensure efficient budgetary utilization.

Stakeholder Management

Work very closely with Commercial to understand how to handle competition, and revenue management to execute timely interventions in the market.

Hold regular meetings and 1:1 with stakeholders (sales director, PRM, Digital commerce and their staff) to exchange ideas as well as evaluate effectiveness of shared campaigns within the assigned region.

Working closely with the Brand & sustainability Manager ensuring there is KQ brand presence within the assigned region including regular audits that ensure product and brand integrity in line with the brand manual/ standards.

Establish partnerships to reinforce KQ position in the assigned market. Leveraging on brands with similar values and affiliations

Job Requirements

Bachelor's degree in Marketing

Postgraduate Diploma in Marketing

Membership/Certification– Relevant marketing bodies

7 years' experience in a dynamic Market environment

Additional Details

Excellent negotiation, communication interpersonal and people skills

Excellent organizational, planning and analytical skills

Good knowledge of Marketing operating environment

Good knowledge of International parameters affecting marketing

Good knowledge of both offline and online marketing channels.

Strong proficiency in use of IT.

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