

Marketing Manager at Opticom Kenya Limited

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

Opticom designs and deploys integrated security solutions using a combination of the latest future-proof technologies and drawing on our 25 years combined experience in Kenya and the United Kingdom in security, to deliver a comprehensive protection management service. Opticom (K) Limited is a wholly owned subsidiary of Optimum Group Partnerships incorporated in the United Kingdom. For more than 10 years, Opticom has been a pace-setter in providing security. We use a total approach in assessing each client's security and safety needs individually and comprehensively partnering with you as your trusted advisor to deliver a thorough risk and vulnerability evaluation of your unique security requirements. We probe into the facility functions safety and security programs, policies, procedures, processes, technology and training. Reviewing costs, value considerations and other operational requirements allows us to provide our clients' with an in-depth, real-world view of how to identify and implement the kind of master security plan that meets each of your organization's unique security, fire and managed health and safety needs

Main Duties & Responsibilities

Define and execute the marketing and communication activities according to the marketing plan.

Coordinate all marketing activities and events to generate leads.

Collaborate with other teams to promote offers.

Monitor and engage in relevant social discussions about our company, competitors,

and/or industry, both from existing leads and customers as well as from brand-new audiences

Run regular promotions and campaigns and track their success.

Build and manage the company's social media profiles and presence, including Facebook, Twitter, Instagram, and additional channels that may be deemed relevant.

Explore new ways to engage and identify new social networks to reach our target buyers.

Further develop the brand proposition, identity, website design, and content creation

Develop fun, exciting, and creative content to build the brand

Oversee all content that is put out regarding the brand and ensure consistency

Maintain and create new partnerships with a strong focus on growing our customer base

Create and maintain the budget and marketing plan, ensuring continual improvement using

Qualifications, Skills & Experience

Bachelor's degree in Marketing, Public Relations, Mass Communication, or a closely related field

A Master's degree in Marketing or a related field is preferred.

At least 5 years of working experience, preferably in management.

Experience working in a high-growth tech company will be an added advantage.

A great eye for design detail and a passion for a fast-paced and changing environment.

Excellent interpersonal skills in teamwork.

Proven creativity, analytical and problem-solving skills.

Excellent communication skills (written & oral); able to communicate effectively with technical and non-technical audiences through all levels and diverse experience and knowledge in Information systems.

Working knowledge of customer relationship management software (CRM).

Must be a strategic thinker and have strong negotiation skills.

Possess a collaborative mindset and work well as part of a team.

Superior time management abilities and capable of meeting deadlines.

Excellent organizational skills and ability to multitask.

Up to date on industry trends, as well as laws and regulations.

Ability to build strong relationships with clients and industry contacts.

Good business acumen.

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- 2. Marketing Manager at Opticom Kenya Limited** [Sciencejobsnearme Jobs Kenya Sciencejobsnearme](#)
- 3. Marketing Manager at Opticom Kenya Limited** [Mechanicaljobs Jobs Kenya Mechanicaljobs](#)
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