

Marketing Manager at SunCulture Kenya Ltd

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Since the sale of our first kit in , SunCulture has been on a mission to help smallholder farmers in Africa improve both crop yields and quality. We are driven to constantly innovate and improve our technology to make solar powered irrigation solutions truly affordable for the millions of farmers on the continent

About the role

SunCulture is looking for an ambitious Marketing Manager who will be responsible for developing and managing marketing campaigns. You will focus on creating, implementing and tracking our traditional and digital marketing campaigns across various channels. The ideal candidate will need to be comfortable with day-to-day marketing activities, as well as developing long-term marketing strategies, thriving with tight deadlines and changing needs. If you are a people person who loves the rewarding challenge of building a brand, we want to hear from you.

Key Responsibilities

Develop the marketing strategy and ensure it is in line with SunCulture's objectives.

Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.

Lead a dynamic marketing team to drive strategic campaigns, amplify brand presence, and conquer market opportunities with innovative strategies and exceptional leadership

Oversee the production and approval of marketing materials, including website banners, brochures, case studies, and digital content, ensuring consistent branding and messaging.

Collaborate with internal and external stakeholders to align marketing activities with SunCulture's overall marketing and sales strategies, ensuring a cohesive and integrated approach.

Review and approve digital content and calendar to drive all marketing digital campaigns.

Develops new and creative concepts/ideas for marketing programs & external communication projects.

Develop KPIs for benchmarking of marketing activities, evaluating of marketing budget and reporting of marketing activities performance.

Use data to guide with marketing campaign analysis from the relevant dashboards and systems.

Drive sales through creative and innovative marketing (i.e be the guru in identifying: the latest, best marketing trends, and competitor's activities) that will help the business gain visibility in the market.

Does this sound like you?

Bachelor's Degree in Marketing.

4+ years of work experience preferably in marketing

A proven track record of driving customer acquisition

Strategic thinker with an eye on innovation and a strong business acumen

Strong experience in managing agency relationships

Excellent communication and persuasion skills

Ability to simplify complex marketing concepts into digestible content

Able to work in a dynamic environment with immense pressure

Comfortable with ambiguity and able to plan, be organized and meet deadlines

Proactive, collaborative, organized, curious, problem solver with a “can-do” attitude

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