

Marketing Manager – FMCG at Bridge Talent Management

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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We are tech powered Employee Outsourcing firm that leverages the right tools bringing the right workforce to your business

Job Purpose

Marketing manager responsibilities include tracking and analyzing the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with our brand identity. To be successful in this role, you should have hands-on experience with web analytics tools and be able to turn creative ideas into effective advertising projects.

Responsibilities

Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door.

Deploy successful marketing campaigns and own their implementation from ideation to execution.

Build strategic relationships and partner with key industry players, agencies and vendors.

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

Measure and report on the performance of marketing campaigns, gain insight and assess

against goals.

Analyze consumer behavior and adjust email and advertising campaigns accordingly.

Product Branding.

Increase distribution rate of new products.

Requirements

BSc degree in Marketing or related field.

Must have a minimum of 5 years of experience in FMCG sales from the big FMCG firms.

Demonstrable experience in marketing together with the potential and attitude required to learn.

Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate.

Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).

Experience in setting up and optimizing Google Adwords campaigns.

Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets.

A sense of aesthetics and a love for great copy and witty communication.

Up-to-date with the latest trends and best practices in online marketing and measurement

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