

Marketing Manager

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Company: Fuzu

Location: Nairobi

Category: other-general

Job Summary

Contract Type:

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About the role

This individual will be responsible for the planning, co-ordination and implementation of all marketing, analysis, communications, and consumer research for customers in the Kerry West Africa region.

Qualifications and skills

7 - 12 years' experience in a similar role

FMCG Food & Beverage marketing background an advantage

Business / Marketing degree or equivalent

Strong presentation and research skills

Experience with developing market research and consumer insights

Computer literate with knowledge of MS office suite of applications

Valid driver's licence and own transport

Strong analytical and strategic skills

Responsibilities

CONSUMER INSIGHTS & RESEARCH

Drive consumer research to develop actionable consumer and market insights

Compile customer intelligence reports as required by the Commercial teams

Analysis and interpretation of consumer data

Competitor analysis

Develop consumer insights to support Kerry's Insights Sales' approach to selling

Market analysis / segmentation

MARKETING AND COMMUNICATIONS

Manage local market research and consumer insights agency projects

Deliver customer intelligence to facilitate the creation of commercial presentations and strategy development.

Align customer marketing objectives with broader Kerry strategy

Support the commercial team in preparation and delivery of professional presentations to customers (e.g., assist with presentation preparation, create support material, etc.)

Provide marketing support for commercial teams in the zone for customer development activities e.g., customer strategy presentations, market / category analysis as required

Coordinate key customer engagement in close consultation with the RD&A and Commercial teams.

OPERATIONAL EXECUTION

Project management of key customer initiatives

Collaborate with marketing colleagues from other regions as required to share insight and assist in marketing initiatives.

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