

## Marketing Officer at Securex

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

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With the vision of a safer Kenya and the experience of the police force, former Police Inspector Kishori Lal Sahni started a small investigations company in which has now grown to be one of the most respected brands in the security industry in the East African Region. Securex has grown from strength to strength in the past forty four years to become the leading Security Solutions provider for a wide host of clients in diverse industries. Starting with only an investigations department in the seventies, Securex soon grew to incorporate the manned guarding section which to date is one of the most respected forces in the provision of client friendly services. Currently under the stewardship of Mr. K L Sahni's son; Tony Sahni, Securex has from the early nineties been able to distinguish itself from other competitors by embracing technological solutions to augment the services of security guards and hence provide integrated security systems. Not only are our services available in Kenya, but our net was cast wide when we set up our Uganda offices in , Rwanda in and Tanzania being our latest office in . Our strategy remains to expand through the region and provide security solutions to the wider market. Over the years Securex has managed to get to the top by being a pioneer in many fronts; including being the first security company to achieve ISO certification in , the only security company with an OHSAS Health and Safety certification, introducing the Under Vehicle Surveillance System to the local market in addition to a wide range of value added services such as security briefings.

### Main Responsibilities

Develop content that derives human interest and promotes the company verticals across mapped geographical areas.

Conduct weekly focused Email Marketing Campaigns for selected verticals to specific markets.

Conduct weekly reviews with the sales team on the total leads received, leads quoted, leads dealt with and leads not dealt with from marketing campaigns.

Design landing pages on prioritized products and publish relevant campaigns and keywords on Google Ads to generate traffic to the pages.

Create compelling adverts on Google Ads with relevant keywords for the selected verticals and mapped geographical areas.

Satisfying client requests for communication updates and maintaining an up-to-date subscriber database.

Coordinating with advertising agencies, media outlets, and other organizations to produce promotional materials such as brochures, flyers, and profiles.

Monitor the progress of all marketing campaigns using various metrics and submit performance reports.

Monitor market trends and consumer behaviours to identify sales opportunities.

Work with internal teams to coordinate and execute internal and external events such as Sales Drives, Exhibitions, and sponsorships among others.

### **Key Competencies and Qualifications**

A lively and analytical mind: confident, personable and engaging.

Ability to work with a team and be open to discussion and alternative ways of thinking.

Networking and communication skills.

Self-motivated to complete routine tasks independently.

A sound understanding of local and regional security and recent history.

Bachelor's degree in marketing, communications or related field.

At least two years of professional experience.

Excellent writing skills.

Knowledge of Adobe Photoshop, Illustrator, InDesign or Mail chimp or other online marketing software will be an added advantage.

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