

## Marketing Officer at Shining Hope For Communities

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### Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Shining Hope for Communities (SHOFCO) is a non-profit organization based in Nairobi, Kenya and New York, NY that combats urban poverty and gender inequity in the slums of Nairobi. Kennedy Odede, who grew up in the Kibera slum, founded SHOFCO in with a focus on youth and gender empowerment. SHOFCO has four initiative areas: education, health, economic and community empowerment, and water and sanitation. The organization is currently active in the Kibera and Mathare slums of Nairobi.

### Job Purpose

To be responsible for acquiring new business through maximizing every customer contact, focusing on general mass market and covering all products needs to meet personal targets.

### Position Objectives and Responsibilities

Recruiting new members, maintaining and developing existing member's accounts.

Maintain records on customer details sales visits and book calendars for the visits.

Maintain long-term relationships with members by providing support, information and guidelines and recommending new opportunities.

Participate in marketing events and promotions to build uptake of products. Contribute and generate revenue for the department.

Service existing accounts and establish new accounts by planning and organizing daily work

schedule

Assist in co-ordination, organization and promotion of events and participate in member education.

## **Requirements**

### **Academic qualification**

Degree/Diploma in Sales and Marketing or any other related field from a recognized institution

### **Professional Qualifications**

CIM qualification would be an added advantage.

### **Other requirements (unique/job specific)**

2 years' experience in a relevant field.

Thorough knowledge of sales & marketing principles, brand, product and service management.

### **Functional Skills**

Marketing

Analytical

Market Dynamics

### **Behavioural Competencies/Attributes:**

Establishing rapport

Interacting with people

Empowering individuals

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