

Product Marketing Executive at Turnkey Africa Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Turnkey Africa is a leading Pan-African insurance technology and services provider. We develop, supply and manage end-to-end insurance business software solutions and services for the insurance industry. Turnkey's flagship product, TurnQuest Insurance Suite, is one of the most dynamic products in the market providing a comprehensive and integrated set of applications built on a common platform, that covers the entire insurance lifecycle. TurnQuest is further augmented by data and analytics capability that gives the insurer a 360-degree view of their business. Turnkey has a reputation of the highest standards in engineering excellence and we invest heavily in R & D to ensure a future-proof product in an industry that is constantly evolving and changing. Our uncompromising attention to detail has enabled us to achieve a distinctive 90% success rate in implementation of insurance and bancassurance solutions across Africa. As a Pan-African organisation, delivering real value to our clients is core to our DNA. This culture is manifested in the makeup of our company through a combination of experience and energy that ensures our team is in the unique position of being able to provide both thought leadership and innovative advice to our clients. With a dedicated team of over 50 professionals with extensive industry knowledge and expertise, we are getting the job done!

SUMMARY OF ROLE

As a Marketing Executive you will be responsible for developing and implementing marketing strategies to promote our brand, engage our target audience, and drive lead

generation. You will work closely with cross-functional teams to create compelling content that educates, informs, and inspires our customers. Your role will be pivotal in establishing our company as a thought leader and driving customer acquisition and retention through various digital channels.

ROLES AND RESPONSIBILITIES

Product Positioning and Messaging:

Develop clear and compelling product positioning and messaging that highlights the unique value propositions and differentiation of our products in the market.

Marketing Strategy and Planning:

Collaborate with cross-functional teams to develop and execute comprehensive marketing plans that align with the overall company objectives and target customer segments.

Conduct market research to identify customer needs, preferences, and market trends to inform marketing strategies and campaigns.

Product Launches:

Lead product launch activities, including developing launch plans, coordinating cross-functional teams, creating launch materials, and ensuring successful execution of go-to-market strategies.

Sales Enablement and Collateral:

Provide sales teams with the necessary tools, resources, and training to effectively communicate the value proposition of our products to customers.

Create and update sales collateral, product guides, presentations, and training materials to support marketing and sales efforts.

Content Development:

Create compelling product-related content, such as product descriptions, sales presentations, case studies, whitepapers, and website content, to support marketing and sales efforts.

Collaborate with internal and external stakeholders to gather insights and create relevant and engaging content.

Digital Marketing and Campaigns:

Develop and execute digital marketing campaigns to drive product awareness, generate leads, and support customer acquisition and retention.

Utilize various digital marketing channels, such as SEO, SEM, email marketing, and social media, to reach target audiences effectively.

Market Analysis and Competitive Intelligence:

Conduct market analysis and competitive intelligence to understand industry trends, customer needs, and competitive positioning. Use these insights to inform product marketing strategies and enhancements.

Measurement and Reporting:

Track and analyze key performance metrics related to product marketing efforts, such as product adoption, customer satisfaction, and campaign effectiveness. Utilize data-driven insights to refine strategies and optimize results.

Prepare regular reports on marketing performance and present key findings and recommendations to stakeholders.

QUALIFICATIONS

Bachelor's degree in Marketing, Business Administration, or a related field (Master's degree preferred).

Proven experience in marketing roles, including product marketing experience, preferably in the insurance or financial services industry.

Solid understanding of marketing principles, strategies, and best practices.

Demonstrated experience in developing and executing successful marketing strategies and campaigns.

Proficiency in digital marketing techniques, including SEO, SEM, email marketing, and social media.

Strong analytical skills with the ability to translate data into actionable insights.

Excellent written and verbal communication skills.

Ability to work collaboratively across teams and manage multiple projects simultaneously.

Results-driven mindset with a strong focus on achieving marketing objectives and ROI

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