

## Regional Marketing Manager at DKT Healthcare

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

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In , Phil Harvey founded the nonprofit organization DKT International to promote family planning and HIV/AIDS prevention through social marketing. Today, DKT International designs and implements social marketing programs in 20 countries around the world. DKT programs provided over 30 million couple years of protection (CYPs) in , using standard conversion factors for Couple Years of Protection (CYP). DKT's sales totals for included million condoms, 74 million cycles of oral contraceptives, nearly 25 million injectable contraceptives, 4.3 million IUDs, emergency contraception, implants, mifepristone/misoprostol, and manual vacuum aspiration kits. Revenue from the sales of contraceptives and family planning services in was \$ million.

### Key Responsibilities:

Establishing optimal brand positioning, identify consumer target audiences, and develop marketing and brand plans with specific objectives across different channels and segments.

Developing, implementing, and executing strategic marketing plans in line with the business strategies and goals, including medical marketing strategies for pharmaceutical products.

Establishing goals, objectives, and metrics for products by channels / segments

Ensuring the customers and consumers are at the center of everything done.

Overseeing branding, advertising, and promotional campaigns, including management of external agencies and stakeholders across multiple communication channels (mass media, out of home, digital, trade)

Develop and execute effective trade marketing campaigns.

Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration across relevant departments.

Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly.

Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.

Lead new product development based on market analysis and business strategies, including brand extensions, packaging design.

Developing and managing the marketing department's budget and staffing

Preparing and presenting monthly, quarterly and annual reports to senior management.

## **Requirements**

### **Required Qualifications:**

Bachelor's degree in Business with specialization in Marketing (or equivalent)

Master's degree in a related field (Marketing, Business) is preferred.

Minimum of 10 years' experience in the Marketing field, with at least 5 years in a Managerial and/or strategy-oriented position

Experience in marketing contraceptive and/or sexual-reproductive health products an added benefit

### **Skills, Knowledge & Competencies**

Solution-oriented; "can do" attitude

Self-motivated; results-driven

Communication and influencing skills

Ability to manage multiple projects simultaneously.

Effective analytical and decision-making skills.

Experience working with and managing multiple external agencies and partnerships, including advertising, digital, external and internal partners.

Demonstrated understanding of principles of market research and analysis to draw valid actionable conclusions.

Must possess ability to be a fast learner, creative, and adaptive

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