

SACCO Marketing Officer at Co-operative Bank of Kenya

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Location: Kenya

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Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); The Co-operative Bank of Kenya Limited is incorporated in Kenya under the Company Act and is also licensed to do the business of banking under the Banking Act. The Bank was initially registered under the Co-operative Societies Act at the point of founding in . This status was retained up to and until June 27th when the Bank's Special General Meeting resolved to incorporate under the Companies Act with a view to complying with the requirements for listing on the Nairobi Stock Exchange (NSE)

Job Purpose:

The position will be responsible in managing and administering marketing and business development plans and initiatives (such as prospecting for new leads, market scan for potential corporates, organising corporate forums, making presentations) for the SACCO to improve its market position and achieve financial growth.

He/She will promote an environment founded on values of Customer focus, Integrity, Reliability and Innovation.

Duties and Responsibilities:

Develop and implement the Sacco Marketing Plan.

Spearhead all internal and external communications for the business including brand identity, corporate image, media liaison and Public Relations.

Planning and overseeing new marketing initiatives and ensure marketing campaigns are executed within budget limits.

Develop new business relationships, generate and negotiate new income for the Sacco at an agreed growth oriented annual target and follow through on potential new business opportunities

Screen potential business deals by analysing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments and quality membership of corporate and individual members.

Oversee recruitment of new members by setting up initiatives that will support acquisition.

Champion Deposits and Savings mobilization to ensure the Sacco achieve its intended targets

Ensuring regular, timely and effective members and stakeholders communication.

Provide education and training programs to the Sacco members

Handling all marketing and public relations activities of the Sacco

Promotion of all Sacco products for member uptake

Ensure member retention through relationship management, group and company visitation as per the marketing plan and weekly schedules.

Keep abreast of the industry trends

Customer satisfaction survey to determine trends and areas of improvement

Preparation of monthly business report

Perform any other duty as may be assigned from time to time

Job Specifications:

A Bachelor's Degree in Marketing, Economics, Commerce or Business Management

Business related degree, bias in Marketing preferred

At least 4-5 years' experience a similar environment preferably a financial institution

Ability to lead and work within a team

Market intelligence and business development skills

Demonstrated ability to develop new business opportunities and improve the profitability and competitive performance of the business

Excellent conflict resolution and interpersonal skills and ability to build lasting relationships with clients

Exceptional organization skills and a strong work ethic

Demonstrated ability to increase productivity and continuously improve methods, approaches, and departmental contribution

Ability to handle pressure and meet deadlines

Good understanding of the internal policies, systems and procedures of a SACCO

Creative and innovative.

Excellent communication, influencing and presentation skills.

Computer literacy skills with Demonstrated experience in Microsoft Office, spreadsheet and PowerPoint applications

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