

## Sales and Digital Marketer at Summit Recruitment and Search

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

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Summit Recruitment & Search was established in to address the recruitment, mass recruitment, executive search, outsourcing and training needs of companies based in Kenya or wanting to enter the Kenyan, East African, South African and African market. We have a leading proven track record in our field in South Africa, Uganda, Ethiopia, Tanzania, Rwanda, Nigeria, Zambia, Ghana and many other African countries. We are able to advise on market trends, training requirements, prevailing salaries and offer a complete HR Solution where necessary.

### Requirements:

Identify target audiences, develop sales funnels, and implement lead generation strategies to attract and convert potential clients.

Drive the company sales activities through active prospecting for opportunities, follow up on leads and contact interesting prospects.

Develop and execute digital marketing strategies, utilizing various online channels such as social media, email marketing, content creation and drive sales.

Create engaging digital content that align with marketing objectives (copy, blog posts, social media posts, email newsletters, and other marketing materials)

Plan, implement and optimize digital advertising campaigns across platforms like Google Ads,

Facebook Ads and LinkedIn Ads.

**Qualifications:**

**Must** have a bachelor's degree in communications/media or Relevant Degree

**Must** have 3-5 years experience in Sales.

**Must** have at least 2 years' experience in Digital Marketing.

**Must** have in-depth knowledge of digital marketing channels and tactics.

Excellent communications and analytical skills.

Result-oriented mindset with a track record of achieving measurable sales results in lead generation and sales growth.

Adaptability to stay updated with the latest digital marketing trends, tools and best practices and a willingness to learn and adopt new technologies

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