

## Segment Marketing Manager at Safaricom Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

Safaricom is the leading provider of converged communication solutions in Kenya. In addition to providing a broad range of first-class products and services for Telephony, Broadband Internet and Financial services, Safaricom seeks to uplift the welfare of Kenyans through value-added services and support for community projects.

### Summary

We are pleased to announce the vacancy for Segment Marketing Manager within Consumer Business Unit. In keeping in line with our current business needs, we are looking for a person who meets the criteria below.

### About Job

Reporting to the Segment Lead- HOME, the role holder will be responsible for;

Driving transformation of our business by establishing Safaricom HOME as the online lifestyle converger for the entire family to accelerate innovation and spur revenue growth.

Delivering an integrated family proposition, communicate in compelling ways, consistently engage and delight the family with experiences tied to their passion points.

### Key Responsibilities

To help design and execute the overall HOME strategy based on customer insights to drive quality acquisition that will increase the segment size, revenue, profitability and deliver NPS #1.

Co-create the annual HOME platform plan with key stakeholders with clear growth drivers to be executed quarterly focusing on the 4 transformative pillars: Acquisition, Communication, Engagement and Experience.

Drive factual and insight led conversations and decisions on HOME across the entire Organization.

Initiate and generate innovative ideas for each of the 4 transformative pillars above.

Design and bring to life GTM activities tied to the HOME strategy along with channels and product teams.

Provide inputs on pricing and product development based on consumer insights to Product, Finance and Strategy team.

Review and shape the communication strategy and plans working closely with brand team, media and advertising agency to ensure that all ATL & BTL communication is in line with the HOME positioning and strategy.

Ensure consistent and proactive tracking, measurement and evaluation of activities, HOME performance to deliver on mission and commercial targets.

Manage budgets efficiently, ensure positive ROI with no overspend to deliver on the HOME objectives.

## **QUALIFICATIONS**

A degree in marketing, business administration.

6 years + experience in Product/Category/Brand Marketing roles.

Experience in marketing Home/Family solution.

Strong creative and conceptual skills.

Attention to detail with excellent interpersonal and communications skills.

Self-Starter, excellent planner and organizer.

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