

Job Title: Marketer

Industry: Cleaning

Reports to: The General Manager

Purpose: Assisting the company with efforts of new business acquisition, planning and execution of comprehensive marketing strategies to generate leads and create partnerships using a full range of direct and digital marketing channels.

Roles and Responsibilities:

- Managing all marketing for the company and activities within the marketing department
- Developing the marketing strategy for the company in line with company objectives
- Creation and publication of all marketing material in line with marketing plans
- Build and maintain a strong and consistent brand through a wide range of online and offline marketing channels
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Build strategic relationships and partner with key industry players, agencies and vendors to drive sales
- Prepare and monitor the marketing budget and allocating the funds wisely
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Making samples of the products and providing demos
- Closing the deal with customers
- Initiate market research studies and analyze their findings.

Skills and Competence

1. Should have hands-on experience with web analytics tools and be able to turn creative ideas into effective advertising projects
2. Up-to-date with the latest trends and best practices in online marketing
3. Excellent interpersonal skills
4. Excellent problem solving skills
5. Great personality and Sales & Marketing skills
6. Ability to speak clear and effectively for public speaking events, presentations, key customers meeting, and engagement with management
7. Candidate must be able to work under pressure, multi-tasker, and able to manage team to meet or exceed company's growth & profitability.

Qualification

Preferred Candidate must have 7+ years of experience in Sales and Marketing, excellent computer skills, strong management & marketing skills.

Must have a Bachelor's Degree in Sales and Marketing

Interested candidates who fully meet the above requirements should send their applications along with a detailed CV indicating their expected salary to humanresource@onewaycleaning.co.ke (*Subject of the email should be the title of the position applied for*)