

JOB ADVERT

Client Activation Officers



Job Title	Client Activation Officers (2 Positions)	Probation	3 months
Location	Eastleigh Nursing Home and Kiambu Road Premier clinic	No. of Direct Reports	0
Reports to	Head of MEI <i>with dotted line to Head of operations</i>	Budget Responsibilities (Y/N)	Y

MSI Kenya is an NGO registered in Kenya as a local implementing partner of MSI Reproductive Choices, a UK charity. We deliver quality sexual and reproductive healthcare, family planning and other women's health services to millions of the world's poorest and most vulnerable women. We want to make sure that women have a choice when it comes to having children and that death by unsafe abortion is reduced.

We are seeking to recruit two Client Activation Officers who will be responsible for the development, implementation, monitoring and review of all Demand Creation activities aimed at increasing client flow in the Marie Stopes Centres, Maternities and pushing the commercially marketed products.

Reporting to the Head of Marketing Evidence and Impact and supporting the Channel Lead, Centre Managers, and the Marketing team the Client Activation Officers main role is to drive financial sustainability to Marie Stopes Kenya (MSK) by creating demand for all the healthcare services offered by the commercial channels that is Centres and Maternities and for the products sold by the commercial sales company. This will be achieved by helping drive the repositioning of the MSK brand as a 'women's health care provider,' understanding the unique markets that each centre operates in, understanding location-specific requirements and client segments, supporting service diversification efforts, and building a robust referral network to increase client footfall at all service delivery channels, while ensuring consistent monitoring of activities and documentation of success. You will support the marketing department develop marketing strategy and campaigns and work with E2A to document milestones achieved and will continuously provide administrative support to centre demand generators/mobilizers.

It is the responsibility of this role is to further our goal of **MAKING CHOICE POSSIBLE** for every Kenyan.

The post holder commits to and is held accountable to MSI Reproductive Choices core values:

Mission-driven	Client-centred	Accountable	Courageous
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Key Responsibilities	Measure
<p>1. Position Marie Stopes Clinics and Maternities as leader in SRH</p> <ul style="list-style-type: none"> Lead the development, testing and roll out of new solutions, materials, and activities for the clinics, specifically building new service awareness & adoption campaigns. Establish in conjunction with the Head of Marketing Evidence and Impact a criterion for how the success of activities will be measured against specific KPIs (e.g. clinics client data; online analytics; client tracking tools and adhoc tracking tools). Assist marketing department in the development of communication materials that will drive awareness of Marie Stopes Kenya Clinics Ensure visibility and good use of the brand in all interventions. More concretely, to permanently ensure a good physical image of the centres (property, painting, maintenance) and a visible and appropriate "branding and co-branding". 	<ul style="list-style-type: none"> Client flow to all Marie Stopes Kenya service delivery channels grows incrementally by 25% on previous year. 30% - 40% of all clients to the Centre are because of the below the line Marketing interventions. Well-developed monthly client activation plans to achieve KPIs reviewed and approved

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- Participate and ensure the implementation of the marketing plan of each centre
- Plan and implement innovative community interventions with the Demand Generators (DGs) consistent with MSK mission and with marketing's approval.
- Collate pictures and success stories for internal and external communication (Uploaded into Marketing SharePoint folder)

- by Centres Coordinator and Head of MEI.
- Self-motivated mobilizers identified and engaged consistently.
- Well defined referral KPIs developed and being implemented.
- DGs well monitored through E-referrals and performance gaps duly addressed.

2. Increase the visibility of the contact centre

- Ensure that the MSI Kenya call centre cards and other promotional materials are distributed to encourage clients and potential clients to access Marie Stope Kenya services.
- Conduct outreach to potential partners, customers, and influencers to promote the contact center and its services.
- Develop and maintain a database of contacts and leads for referral agents
- Assist with the planning and execution of events and webinars, including logistics, promotion, and follow-up to promote the contact centre

- Marketing reports

3. Increase customer base and revenue

- Ensure the steady increase in the number of clients and revenue in clinic
- Monitor and evaluate the activities, analyze the results, and propose appropriate solutions for their improvement.
- Optimize the referral network to our delivery routes and ensure their monitoring and evaluation.
- Implement and supervise systems for generating and monitoring active referrals to the MSI Kenya Centres.
- Partake in client journey mapping sessions very quarter to inform innovations in marketing communications, client experience and contact centre operations.
- Monitor the exterior branding of the clinic to reflect MSI values and branding guidelines to deliver the best-in-class client experience.
- Work with M&E to understand competitor activities and glean insight into the cannibalization of services at the clinic.
- Periodically refresh clinic client personas in line with services provided.
- Support drive Centres health financing income through engagement with various cooperates with the support of the Health Financing team.
- Support push the Commercial sales product through above the line marketing activities

- Launch Plans
- Marketing reports
- Client insight report
- Monitoring reports
- Marketing Strategy
- Client Personas
- Health financing reports

4. Financial management Responsibilities

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- Account for all mobilisation expenditures according to set MSK financial standards.
- Ensure all client referrals are done through the E-referral system or coupons are submitted for verification by the 7th working day of the month.
- Keep documentary evidence of all referrals made by DG for purposes of payment and reporting.
- DG incentives are reviewed and paid on time and in the right amount.
- Well-kept financial records and documentation on all expenditures.

Skills and Experience

Qualifications:

- Bachelor's Degree or diploma in marketing, Communications, Administration, Project Management or Health Management
- Other professional qualifications, ideally in Project Management, Communications and Marketing desired

Skills and Experience:

- At least Two (2) years post qualification experience in working with NGOs and/or government agencies in a similar role.
- Commercially minded.
- Excellent communication skills – written and verbal skills. Fluent English language skills required.
- Ability to translate data and research into actionable insights for marketing strategic decision making.
- Very comfortable with using key financial & marketing metrics and extremely commercially minded.
- Highly developed planning and organisational skills with the ability to juggle multiple projects to deliver with quality and on time.
- Ability to build relationships across teams, with evidence of highly sensitive cross-cultural skills and good influencing and negotiation skills.
- Action and results orientated with ability to stay on track and thrive when working under tight deadlines.
- Ability to train, mentor and develop skills within others.
- Ability to translate complex information into a format and language that can be understood by a wide range of people and present in a compelling and engaging way.
- Ability to work independently with minimal supervision

Attitude / Motivation:

- Commercially minded
- A strong supporter of the cause of family planning and a woman's right to safe abortion (Pro-choice).
- Resilient, flexible, positive attitude and can thrive in fast-paced, dynamic environments.

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- Curious about emerging developments within our sector and passionate about building best practice.
- Actively seeks out feedback on their performance (both results and behaviours) with a view to continuously learning and developing.
- Willing to help with a wide range of marketing projects, as and when required

How To Apply

Suitable and qualified internal and external candidates should fill in his/her details via <https://hcm.mariestopes.or.ke/recruitment.jsp?view=1:0> and email one document combining an application letter and CV to pd@mariestopes.or.ke on or before **26th January 2025**. The subject of the email should read **Client Activation Officer and indicate the location e.g Eastleigh Nursing Home**. The applications shall be reviewed on a rolling basis. **Do not attach** certificates and testimonials. MSI reproductive Choices Kenya is an equal opportunity employer and does not ask for fees at any stage of the recruitment process. Successful candidates must abide by MSI's Antifraud & Bribery Policy and Safeguarding Policy, including protection of children and vulnerable adults.