

Job title	Marketing Officer
Grade	2B
Reports to	Team Leader Public Relations & Marketing
Business Unit	Public Relations & Marketing
Location	Headquarters

Job purpose

The position will report to the Team Leader Public Relations & Marketing and will play a key role in marketing FNNPF products and services.

Duties and responsibilities

- Contribute in the implementation of marketing strategies.
- Organize and attend marketing activities or events to raise brand awareness.
- Plan advertising and promotional campaigns for products or services on a variety of media (social, print etc.).
- Liaise with stakeholders and vendors to promote success of activities and enhance the company's presence.
- See all ventures through to completion and evaluate their success using various metrics.
- Prepare content for the publication of marketing material and oversee distribution.
- Collaborate with the Research Division to identify opportunities for promotion and growth.
- Coordinate and organise Fund events
- Execute stakeholder engagement activities

General accountabilities

- Work within framework of Fund's core values, promoting its ethos & mission statement.
- Work as part of a team and liaise with other functions/divisions to ensure the best results for the organization.
- Participate in relevant meetings, committees as prescribed by Management.
- Perform any other duties appropriate to the position as may be required.

Qualifications

- Degree in marketing, business administration or relevant field.
- A minimum of five years of professional experience in a similar role.

Experience:

- Proven experience in managing and developing marketing campaigns.
- Good understanding of statistical and data analysis methods.
- Excellent knowledge of MS Office, graphics and editing software.
- Thorough knowledge of social media and web analytics.
- Proven experience in conceptualizing, copy writing, content management, scheduling and monitoring.
- Excellent organizational and multi-tasking skills.

- Outstanding communication and interpersonal abilities.
- Experience with events management and in conducting stakeholder engagement activities.
- Creativity and commercial awareness.
- A team player with a customer-oriented approach.
- Time Management Skills with comprehensive understanding of processes.

Knowledge & Competencies Required:

1. Communication

- Excellent communication skills.
- Able to write content for a range of audiences and source.

2. Motivated, Independent, Problem Solve & Time Manage

- Can self-manage.
- Prioritize and re-prioritize task accordingly.
- Work flexibility to ensure business goals are met.
- Very good attention to details, and motivated to produce high quality content and visual presentation.

3. Initiative and Enterprise

- Identifies and implements ways to make job tasks or processes more efficient.
- Ability to work proactively using initiative and demonstrating a capacity to work independently with original thinking.

4. Planning and Organizing

- Have good planning and organizing skills, ability to create schedules, prioritizes, prepare in advance and sets realistic timescales.
- Have ability to visualize actions sequences in order to archive specific goals using available resources.
- Very organized.

5. Learning

- Consistently seeking opportunities to further develop work and educational competencies, continually developing new skills and having the ability to multi task.
- Creative, ready with new ideas and enjoys a challenge.
- Keen to learn, grow and develop.

Working conditions

The incumbent may be required, to from time to time, to work late hours or during weekends, including travelling to other FNPF branches & agencies or, to work in other functional areas for job rotation for developmental purposes.