



1 in 4 people do not have access to electricity.



We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

Senior Marketing Manager - Partnerships

Job Location: Nairobi, Kenya

Reporting to: Director of Partnerships

Travel: Frequent international travel, approximately 30% of time

Job Expectation and Scope

The **Senior Marketing Manager** will be expected to design and execute marketing strategies and campaigns to increase awareness and adoption of d.light products in markets around the world. The ideal candidate will be a flexible, versatile, and entrepreneurial marketer who will be accountable for the increase in d.light's brand recognition, market share, and sales in partner markets across the globe.

Key Responsibilities

1. Manage d.light's marketing budget allocated for partners
2. Develop marketing plans in coordination with our local distribution partners
3. Design and implement marketing campaigns that will increase d.light's brand recognition and market share across Africa, Asia, the Pacific Islands, and Latin America
4. Design standardized retail displays and develop strategies for enhancing d.light's brand presence in retail outlets
5. Work with agencies to localize our existing marketing collateral and develop new marketing content for our partners, including both ABL and BTL materials
6. Share key insights from our successful marketing activities in our core markets with our partners
7. Manage d.light global social media accounts, blog, and newsletter
8. Support d.light's PR agency with content for new press releases related to our partnerships business
9. Attend tradeshows on d.light's behalf and design exhibitor booth layouts
10. Work with the Director of Partnerships to create a product roadmap for partners and drive the gate process for new products for the Global Partnerships business
11. Measure the ROI of marketing campaigns and determine the highest ROI marketing strategies to expand to new geographies

Desired Skills and Experience

1. Results and action-oriented
2. Minimum Bachelor's degree and at least 8 years of work experience in marketing
3. Experience working with global teams in fast-paced, dynamic work environments
4. Self-starter with a strong mindset for continuous improvement and meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality

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5. Superior verbal and written communication skills (multiple language will be an advantage), with an emphasis on tact and diplomacy
6. Organized and detail oriented
7. Flexibility to adapt to changing requirements
8. Business driven, people focused, with exceptional influencing, presentation, and time-management skills
9. Passion for social enterprise and d.light's mission

Compensation and Benefits: Very competitive package

How to Apply: Submit cover letter and resume to hr.africa@dlight.com.

* Applicants from other countries are also welcome to apply.

About d.light

d.light is a fast-growing international consumer products company serving people without access to reliable electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. We will begin by replacing every kerosene lantern with clean, safe and bright light. We aim to transform the lives of at least 100 million people by 2020, and have reached 90 million lives impacted since founding.

d.light serves over 65 countries, through over 30,000 retail outlets, 10 field offices, and four regional hubs. d.light employs over 1,000 people directly, and indirectly employs thousands more worldwide.

d.light is financed by prestigious venture capital firms including Nexus Venture Partners, Energy Access Ventures, KawiSafi Ventures, NewQuest Capital, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds Omidyar Network, Acumen Fund, Gray Matters Capital and Norfund (Norwegian DFI). We were awarded the Ashden Award for Sustainability and named for the second year in a row as one of the world's top 100 clean technology enterprises by the CleanTech Group.

To learn more, please visit www.dlight.com.

