



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.

JOB DESCRIPTION: MARKETING MANAGER, KENYA

- Job Location:** Nairobi - Kenya
- Reporting to:** Managing Director – Kenya
- Business Travel Needs:** Local travel, as required

Position Description

The job holder will oversee the product, brand and trade marketing activities, drive brand awareness across various categories & products and partner with in-country P&L owners to support in attaining Kenya profitability and revenue targets.

The ideal candidate is someone with extensive experience in product, brand, consumer and trade marketing and in-trade execution in Kenya coupled with the ability to establish strong relationships at all levels throughout the organization as well as support business leaders in multiple locations and diversified cultures.

R&Rs

- Overall responsibility for developing and executing the **annual marketing plan** aligned to the Kenya strategy and the Africa marketing priorities that will support the actualization of the d.light Kenya yearly revenue targets (i.e. Creating trade marketing plans for individual products and product ranges)
- Brand strategy implementation to create an emotional connection between products, dlight, our customers and our partners
- Develop and implement channel and consumer initiatives to in support of market positioning and brand growth aligned to the Kenya strategy and Africa marketing strategy
- Spearhead **marketing operations & execution**, enable efficient delivery and to scale with quality and consistency aligned to global brand guidelines



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.

- Manage, monitor and track the allocated country marketing budget to **deliver initiatives within budget** and **achieve an ROI**
- Lead & **create a climate** that attracts, retains and motivates quality & engaged team members
- Manage and drive presence and engagement on critical social media platforms
- Support all customer experience initiatives as required

KPIs

- Deliver revenue targets for Kenya
- Successful execution of all marketing activities and initiatives in Kenya (within agreed plan.)
- Increased brand awareness
- Measures of potential customer's attitudes towards d.light brand are increased
- Increased customer usage (purchase habits or loyalty)

Desired Skills and Experience

- Bachelor's degree in marketing. A post graduate degree in a related field is desirable.
- Minimum of 5-6 years' experience in marketing
- The candidate should also demonstrate ability to adapt global best practices to local contexts.
- Experience in working with senior teams to develop & execute the marketing strategy of a mid-size or large corporate in a matrix environment
- Demonstrate **analytical capability** to utilize of data trends & analysis to guide business decision in all marketing initiatives (in both short & long term aspects)
- **Commercial acumen** to support in executing marketing plans to derive profitability and revenue generation.
- Experience leading team in a fast-paced environment (preferably Telco, FMCG or Service), partnering with senior managers and business leaders



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.

- Strong mindset for continuous improvement and meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality
- Superior **verbal and written communication skills**, with an emphasis on tact and diplomacy
- Business driven and **exceptional influencing skills**; Excellent organizational, multi-tasking, presentation and time-management skills
- Passion for **social enterprise**, development of people and environmental benefits

How to Apply

Candidates who meet the requirements should submit their CV and cover letter to: recruitment.kenya@dlight.com. Your applications should reach us not later than **21st August 2019**.

About d.light

Founded in 2007 as a for-profit social enterprise, d.light manufactures and distributes award-winning solar products designed to serve the more than 2 billion people globally without access to reliable electricity. With operations across Africa, Asia and the Americas, d.light has impacted close to 100 million lives with its products and solar solutions. For more information, visit www.dlight.com.

