



*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: TRADE MARKETING EXECUTIVE, KENYA**

- Job Location:** Kenya
- Reporting to:** Marketing Manager, Kenya
- Job Tier Level:**
- Direct Reportees:** None

### **Position Description:**

As Trade Marketing Executive, Kenya, you will be responsible for executing the brand and channel marketing activities within d.light and ensuring all aspects of its marketing and manufacturing match.

### **R&Rs**

- Executing the trade marketing plan across the region.
- Driving brand awareness across various categories and products.
- Attending and presenting at trade shows and events on behalf of the business.
- Coordinating the creation and delivery of marketing materials and content.
- Reporting on data and industry trends relating to trade categories.
- Assisting in the creation of trade marketing plans for individual products and product ranges.

### **KPIs**

- Increased brand awareness
- Measures of potential customer's attitudes towards d.light brand are increased
- Increased customer usage (purchase habits or loyalty)

### **Desired Skills & Experience**

- A University Degree and 3-4 years in brand or trade management ideally within a related category. Experience working in an advertising agency will be an added advantage.



1 in 4 people do not have access to electricity



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- Experience in the development of advertising material and execution toolkits
- A strong understanding of the distribution channels for the industry.
- A strong track record of stakeholder management and collaboration skills
- Proven success working in a fast paced environment where strategic brand-building efforts are complemented by hard-driving Sales and promotional campaigns.
- Highly motivated and passionate about trade marketing.
- Multitask oriented, organized, set priorities and meet deadlines and take pride in one's work.
- Demonstrated negotiation and monitoring skills in managing 3rd party vendors
- Strong mindset for continuous improvement and meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality
- Excellent organizational 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](mailto:recruitment.kenya@dlight.com) before 3<sup>rd</sup> February, 2020.

### 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](http://www.dlight.com)

