

SENIOR MARKETING OFFICER – KISUMU (1 POST)

Job purpose:

Reporting to Business Development & Marketing Manager, the Senior Marketing Officer oversees the Sacco's marketing campaigns both internally and externally and plays a key part in communicating the Sacco's marketing message to increase membership recruitment and uptake of FOSA and BOSA products and grow Sacco revenue.

Key Duties & Responsibilities:

- Member Recruitment: Lead and implement marketing initiatives to recruit both individual members, SME's, Chamas, businesses and organizations and other member categories into the SACCO.
- Sell SACCO loans as per the agreed targets, putting up strategies for sale of Sacco products on behalf of the Sacco
- Increase market share of all assigned business and sector targets for Sacco products and services
- Organize and plan all regional marketing activities for the Sacco including regional education events and market activation activities
- Conduct market surveys and analyze feedback on brand, product, and general performance of the satellite office
- Scout, Scrutinize, recommend beneficial partnerships from the region to the Marketing and Business Development Manager and manage relationships between the Sacco and the regional partners
- Supervise the recruitment of organizational representatives from the region and act as the point of contact for the representatives to increase maximum penetration to the member organizations
- Approve membership and other related entries on the core banking system
- Coach, train and supervise the Sales and Marketing Officers, Customer Service Assistants and any other staff assigned to the satellite offices.
- Implement the Membership policy and any other policies related to their day-to-day work and provide guidance to the direct reports on the same
- Recruit and manage relationships between member organizations and the Sacco
- Keep in safe custody all satellite office marketing materials i.e., brochures, banners, tapes etc.
- **Compliance:** Ensure that all member accounts, savings, and credit facility applications from the region, as well as all related interactions, comply with KYC, AML, and other applicable regulatory requirements.
- Perform any other duty as may be assigned from time to time

Knowledge: Qualifications & Experience

- Bachelor's degree in marketing, Communication, Business Administration/ Management, Commerce (marketing), Co-Operative Management, Entrepreneurship or its equivalent
- A minimum of five (5) years relevant experience
- Membership with relevant professional body (MSK, CIM) is an added advantage
- Computer proficiency
- Working for a financial organization is an added advantage
- Sales and Marketing supervision experience will be an added advantage

Personal Attributes required for this role:

- Excellent Communication skills
- Interpersonal skills
- Negotiation,
- Analytical persuasion,
- Strong Business Acumen,
- Problem solving and flexibility
- Business savvy.
- Creative and innovative.
- Presentation skills

HOW TO APPLY

Interested candidates meeting the above requirements should download and fill the application form online through <https://forms.office.com/r/2aCUZXd7Yn>

After filling the data form, proceed and send an Application Letter with a detailed Curriculum Vitae (CV) to jobs@kimisitusacco.or.ke

The data form must be filled in full. Incomplete forms will be disqualified.

To be considered for this role, your application must be received by 5:00 P.M. on Monday, 30th June 2025. Clearly state the position you are applying for in the subject of the email.

Only shortlisted candidates will be contacted. People living with disabilities are encouraged to apply.

Kimisitu DT Sacco Ltd never asks for money in return for advancement in any recruitment process. If you are ever asked for a fee, please report to Kimisitu DT Sacco Ltd on 0709 136000 or jobs@kimisitusacco.or.ke.

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