



.....Empowering members for life

MARKETING OFFICER-1 POSITION

Job Summary

Reporting to the Branch Manager, the job holder will be responsible for the management of the sales force and business development and marketing.

Key Duties and Responsibilities

- 1) Conducting marketing activities so as to deliver products and services that satisfy the market segments served by the Society.
- 2) Designing, preparing and disseminating relevant corporate information to members through appropriate media.
- 3) Designing and developing products and services that will satisfy various market segments based on market research findings.
- 4) Identifying market niches and crafting appropriate strategies for reaching existing and potential members.
- 5) Identifying target markets and potential ones and designing ways to consistently communicate the brand and products in all marketing activities.

Key Qualification and Skills:

- Bachelor's degree from a recognized institution.
- Post graduate Diploma in Marketing will be an added advantage.
- A Diploma in Business related filed in combination with qualifying experience of five years may be accepted in lieu of Bachelor's Degree.
- A minimum of four (4) years relevant experience will be a requirement.
- A person of integrity, team player with effective communication skills.
- Ability to work under strict deadlines and targets.

Qualified applicants should send their **Application Letter** and **Detailed CVs** to marketingofficer2020@stima-sacco.com on or before 5pm on **14th February 2020** indicating the position applied for as the subject line.

Only Shortlisted Candidates will be contacted.