

MARKETING ASSISTANT BMA 01/11/2023

Biblia Housing Ltd, a medium-sized Sacco with membership from a large number of Christian organizations wishes to fill vacant position of marketing assistant whose duties and qualifications are as below:

Reporting: The position reports to the Assistant Accountant

A. JOB PURPOSE

This role provides supports in marketing Biblia Housing products/plots and recruitment of new members

B. KEY RESPONSIBILITIES

- a) Market Sacco products and services and recruit members
- b) Carry out customer satisfaction survey
- c) Carry out market research and identify needs of members
- d) Digital platform management
- e) Events management
- f) Corporate merchandise management.
- g) Ensure effective relationship and stakeholder management both internally and externally, acting as a point of contact and representative of the Sacco.
- h) Communicate the Society's policies, activities, products and services to the various interested parties to achieve maximum knowledge and understanding.
- i) Handling customers and their complaints
- j) Maintain records of the conversations with the customers and analyze the data.
- k) Write and submit timely reports on performance, targets, and customer queries.
- l) Performs any other duties as required.

C. KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIRED

- a) KCSE Mean Grade of C
- b) Diploma in Business related field –, Marketing, Front Office Management, Public Relations, Communication, Customer Service, or equivalent
- c) At least one (1) year of work experience in a similar role
- d) Experience in a busy reputable financial institution will be an added advantage.
- e) Accounting knowledge and driving license will be added advantage.

Other Competencies:

- a) A person of unquestionable integrity
- b) Strong organizational and prioritization competence, with attention to detail.
- c) Proactive attitude and ability to take initiative and work independently.
- d) Strong multitasking, time management, and target-achieving skills.
- e) Clear understanding of the Public Relations Code of ethics.
- f) Proficient in Microsoft Office, content management systems, and social media platforms.
- g) A good team player.
- h) Strong interpersonal skills and outgoing personality.

- i) Superior oral and written communication skills as well as strong listening skills.
- j) Customer-oriented attitude with professionalism.

D. PERFORMANCE STANDARDS

- a) Number of member's recruited
- b) Timely implementation of customer satisfaction survey recommendations
- c) Good customer handling and relations
- d) Good knowledge of the Biblia Housing products and able to respond to enquiries.
- e) Proper filling of correspondences for storage and easy retrieval
- f) Accuracy in receipting customer payments

Application:

Application letter must be accompanied with a detailed CV, copies of academic, professional certificates and a recommendation letter from your pastor.

Kindly fill in the Google form below on or before the close of business on 30th November 2023.

Only short-listed candidates will be contacted.

https://docs.google.com/forms/d/e/1FAIpQLSeSfc_9Yojawfd6xUknnB5B-UnUCc5XoUpZbvi1a0tVeknqkg/viewform?usp=sf_link