



Tramom Co-operative Savings & Credit Society Limited

Dynamic Building, Opposite Chagamwe Social Hall, Next to Methodist Church- Chagamwe Old Mombasa- Nairobi Road
P.O. Box 93008-80102 Mombasa Kenya Tel: 041 2002737/0700 422 388
Email: info@tramomsacco.com Website: www.tramomsacco.com

Marketing officer

Requirements for appointments

1. Degree/ diploma in marketing/business management
2. At least 2 years' work experience as a marketing officer in a Sacco
3. Networking and communication skills
4. FG driving license will be an added advantage

Duties and responsibilities

1. Reporting to the manager the marketer will be in charge of the Sacco marketing function
2. Undertake market research and establish the best way to reach target groups
3. Devise and organize a calendar of marketing events, such as promotions, workshops, open days or marketing weeks.
4. Prepare and project manage the publication and distribution of publicity materials In conjunction with others, devise marketing campaigns.
5. Train Sacco employees on effective cross-selling and calling practices when doing follow ups.
6. Coordinate a marketing program to establish, maintain, and solidify corporate customer business relationships
7. Maintain constant exposure of the Sacco's products and services to prospective clients through use of direct mailings and newsletters.
8. Analyze the impact of marketing campaigns and prepare measurement reports.
9. Write, edit and proofread marketing material for use in different marketing forums/channels
10. Oversee the update of the Sacco website/other social media platforms.
11. Aim to increase the number of members.

Terms of engagement.

The successful candidate will be on a one-year renewable contract.

Applications should reach the Sacco office latest by 29/07/2020.

