



UCHONGAJI SACCO SOCIETY LIMITED

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JOB TITLE: MARKETING OFFICER

We are seeking a dynamic and results-oriented Marketing Officer to join our team. The Marketing Officer will be responsible for developing and implementing marketing strategies to promote our products and services, attract new members, and retain existing ones. This role requires creativity, strategic thinking, and excellent communication skills to effectively engage with our target audience.

Key Responsibilities:

- Develop and execute marketing campaigns to increase brand awareness and promote our products and services.
- Conduct market research to identify opportunities for growth and assess competitor strategies.
- Create compelling content for various marketing channels, including social media, email, and print materials.
- Collaborate with internal teams to develop promotional materials and campaigns.
- Monitor and analyse marketing performance metrics to track the effectiveness of campaigns and initiatives.
- Build and maintain relationships with members and key stakeholders to ensure high levels of customer satisfaction.
- Stay up-to-date with industry trends and best practices to continuously improve marketing efforts.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Minimum of 2 years' experience in marketing, preferably in the financial services industry.
- Strong understanding of marketing principles and techniques.
- Excellent communication and interpersonal skills.
- Creative thinking and problem-solving abilities.
- Ability to work effectively in a team environment and collaborate across departments.
- Good understanding of sacco procedures
- Attention to detail and ability to manage multiple projects simultaneously.

If you are passionate about marketing and eager to make a difference in the financial services industry, we encourage you to apply for this exciting opportunity. Join our team and help us empower our members to achieve their financial goals!

How to Apply: Please submit your resume and cover letter to hr@uchongajisacco.co.ke with the subject line MARKETING OFFICER APPLICATION. DEADLINE FOR APPLICATIONS IS **27TH MARCH 2024**