



GROUNDED
PURE • CLEANING • POWER

MARKETING ASSOCIATE

REPORTS TO: Marketing Manager

Magana, Kiambu (HQ) | Full Time

Job Grade: JG 4

Company Overview:

Grounded is a women-run manufacturer of non-toxic cleaning products powered by Kenyan ingredients. Founded in 2017, Grounded manufactures over 30 products.

What you'll do

Content Creation & Social Media

- Support the with planning, implementing, and monitoring marketing campaigns
- Assist with the production of marketing materials and collateral
- Help organize and coordinate marketing events such as conferences, events, and trade shows
- Help write and edit content for different platforms such as social media, website, and press releases
- Liaise with Development and Sales departments to stay updated on new products and features
- Provide engaging text, image and video content for social media accounts including video production and editing

Ecommerce & Digital


- Ensure product descriptions, website listings and images are up to date on our ecommerce platforms and partner e-commerce platforms.
- Manage and optimize Grounded digital footprint, including the website and e-commerce platform. Ensuring content is updated frequently providing all stakeholders with up to date information.
- Evaluate data and create monthly reports on key metrics in order to monitor campaign efficiency and analyze trends

Events & Markets

- Schedule, train and oversee activators engagements in the field and reporting; field visits will be conducted occasionally for optimization
- Organize and participate in events to build community and boost brand awareness

Community Management:

- Implement social media and communication campaigns to align with marketing strategies

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- - Respond to comments and customer queries in a timely manner
 - Monitor and report on feedback and online reviews
 - Coordinate with the team to ensure brand consistency across all platforms

What You'll Need:

- 2+ years in brand related marketing efforts, ideally focused on FMCG and/or premium products in Kenya
- Experience in building brand aligned content
- Excellent customer service skills, that can lead nicely into focus groups, or insights that put the customer at the center.
- Data-oriented mindset to consider ad performance, website performance, etc.
- Experience in building ecommerce insights, listing products etc.
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What does success look like:

- Living and breathing the Grounded brand across all of our marketing efforts to produce brand aligned engagement, content, and community.
- Passion for our products, and ethos that shines through content, and community work.
- Spirit of continuous improvement and learning
- Well presented Grounded brand across our ecommerce channels - direct and through ecommerce partners
- Improvement and building expertise in WooCommerce, looking at areas like SEO, AdWords, product descriptions, marketing plugins/automations, and overall performance
- A data mindset that can help us see what's working, what's not, and what we creatively want to try in our strategy.
- Collaborating internally with operations and sales teams.
- Creativity, and contribution to campaign development - being opportunistic and motivated to tell our story

Apply at www.grounded.co.ke/careers, or via our [Job Application Link](#)