

MARKETING MANAGER

REPORTING TO: General Manager

Magan/Regen | Full Time

Job Grade: JG5

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. We have grown dramatically in the last 2 years, and are looking for a high-performing Marketing Manager to join the team.

What you'll do:

If you live and breathe marketing, we want to talk to you!

We are looking for a flexible and versatile marketer that is strategic and innovative to provide creative direction, drive brand strategies, foster customer retention, and provide sales support.

You will manage a team of 2 internal co-workers and a handful of external creative vendors.

- **Strategy:**
 - Improve on our existing brand strategies and create innovative marketing strategies. Be a creative thought partner with management, and open to quick opportunities and pivots.
 - Develop and execute the marketing strategy and integrated communication campaign plans of our current 3 brands (Booch, Grounded & Grounded Baby), ensuring we are building brand awareness, audience engagement and lead generation.
- **Messaging & Communication:**
 - Serve as the company's liaison for media, PR, and community facing events and initiatives including coordinating media interview requests, tracking media inquiries, and capturing news articles etc
 - Lead internal brand-building and communications efforts that train staff on important brand tools, and supports the different teams with customer interactions
 - Lead the local storytelling (photo & video) process. Know what stories need to be told and how to get them told. Manage photo and video shoots as needed
- **Partnerships and Sponsorships**
 - Identify, build, and manage productive partnerships and external partners, including influencers, to achieve cultural traction, brilliant creative outputs, and return on investment

- Build strategic relationships with marketing colleagues amongst suppliers, retailers, and other partners..
- **Digital Marketing**
 - Online advertising and marketing efforts through social media, creation of content, and other video/still image marketing.
- **Branding & Design:**
 - Create relevant marketing communication material/content: catalogs, leaflets, wobblers, danglers, campaign ads etc that drive product adoption throughout the customer lifecycle.
 - Lead reviews and improvement efforts for the visual identity of the brand (labels, point of sale materials, digital style, website).
 - Manage graphic designer, and lead discussions with external design partners.
- **Leadership & People Management:**
 - Manage, develop, and motivate a team of 2.
 - Join an executive/management team in cross-cutting company strategy alignment.
- **Market Research & Positioning:**
 - Launch market research efforts to improve our strategy and communications, and support product and brand launches.

What you'll need:

- 5+ years of experience in product marketing experience, designing and executing marketing campaigns
- Proven ability to analyze and interpret data and inform/drive business decisions with analytics
- A solid understanding of content strategy. Passion for finding new and creative ways to reach an audience
- Experience of creating integrated B2B and B2C marketing campaigns, across digital, event, print and social media channels
- Experience with ecommerce strategies & platforms a plus (eg - WooCommerce)

Soft Skills:

- **Entrepreneurial Self-Starter** - thrives in a fast-moving environment and are capable of independently seeking information, marshaling resources, and delivering results without waiting for direction (Get Stuff Done).
- **Highly organized** - can use tools systematically, and accurately. Can track open action items and tasks and stick to deadlines.

- **Proactive communicator** - pushing updates to team members, needs, and clearly outlining plans, decision points. Using correct communications mediums (whatsapp, phone call, email, task software)
- **Problem Solver** - proactively identifying issues or challenges, and quickly developing potential solutions to drive decision making.
- **Team builder** - Needs to effectively work with all department heads to ensure smooth operations (production, procurement, finance, sales, marketing), and manage a team towards set KPIs.
- **Customer Service Mentality** - Improving how we do our work to serve our customer base. Supporting the team to address customer service concerns, and questions.

What Success Looks like:

- A well functioning Grounded Marketing team
- A clear strategy to guide our marketing efforts, with a keen eye on KPIs and performance measurement
- Nimble, opportunistic energy that allows us to pivot when needed, or when an opportunity justifies it
- Positivity, enthusiasm, and passion for the Grounded brand, and our mission/vision
- Building relationships across our customer base - individuals, businesses, and supermarkets
- Comfort in being a voice of the brand - media, panel presentations, direct relationships
- Willingness to get out into the field to support activations, meet customers, and refine how we approach our target audience.
- Managing a strategy within a budget