



Excellent Career Opportunities

Job Title	Temporary Digital Marketer
Department	Marketing & Customer Service
Terms	3 Months Fixed contract
Position Reports to	Senior Marketing Officer
Required	Immediately

Job Summary:

We are looking for a Temporary Digital Marketer who will develop strong and innovative digital marketing strategies to drive traffic to SACCO digital pages and generate interest in the SACCO products and services. He / She will also develop, create and publish engaging written, graphic and video content while staying up to date on latest marketing technologies and social media.

Main Duties and Responsibilities.

- Operating company's official website, social media sites, blog and all other Kimisitu Sacco digital media platforms.
- Creation of amazing stories using photos, video, and motion graphics.
- Generate, edit, publish, and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages members to take action
- Conceptualizing, Developing, designing, and publishing Kimisitu Sacco's audio, visual and motion publicity and educational content
- Moderate all user-generated content in line with the digital marketing policy
- Collaborate with other departments (customer relations, sales, credit, finance etc.) to manage reputation, identify key players and coordinate actions
- Assist the Marketing Manager in developing and implementing a digital marketing strategy
- Conceptualize and design all Sacco branding materials in all aspects including the Sacco advertising tools e.g. Newsletters
- Achieve set out business targets; Increase Sacco business (loan, membership, services and products) uptake through digital marketing
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Any Other duties as may be assigned by the Marketing Manager from time to time

Knowledge and Skills Required

- Diploma in Communications, Graphic Design/Communications, Mass Communication, Multimedia, Public Relations, or any other relevant field
- Degree in any of the above fields will be an added advantage
- In-depth knowledge of various social media platforms, best practices, and website analytics.

- Proficiency and proven experience in use of still and motion professional Cameras
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Animation proficiency will be an added advantage
- Expansive knowledge in video and content creation.
- Proficiency in use of Adobe suite and Final cut pro
- Proficiency in Cinema 4D or other motion graphics software will be an added advantage

Experience:

- A minimum of 3 years' experience in a digital media marketing, Social media management or Graphic Designing

Interested candidates meeting the above requirements should apply online by filling in the data form from the link, www.kimisitusacco.or.ke/temporarydigitalmarketer

The data form must be filled in full. Incomplete forms will be disqualified. In addition, the applicants must send Application letter with a detailed CV, Certificates and Testimonials to jobs@kimisitusacco.or.ke by October 12th, 2020. Clearly state the subject of the email as **Temporary Digital Marketer**.

Shortlisted candidates shall be contacted within 30 days.

[Kimisitu Sacco is an equal opportunity employer.](#)

[Kimisitu Sacco is ISO 9001:2015 certified](#)