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EXCELLENT CAREER OPPORTUNITY

EXTERNAL JOB ADVERT-READVERTISEMENT

Kimisitu DT Sacco 'the SACCO' is one of the fastest-growing national and ISO 9001:2015 certified Tier-1 Deposit Taking SACCOs in the region. The SACCO was registered in 1985 and is regulated by SASRA (SACCO Societies Regulatory Authority of Kenya). Kimisitu DT SACCO has an open membership, majorly drawn from employees of Non-Governmental Organizations (NGO), Embassies, International Missions, Government Agencies, Corporations and businesses both locally and internationally. Our mission is *"We are committed to championing the financial independence of all our members. We offer ourselves as partners for life."*

Kimisitu DT SACCO is seeking to recruit a dynamic, self-driven, and result-oriented individual to join her team in her fast-paced, modern work environment, to fill the vacancy listed below:

Job Title: Senior Marketing Officer	Reporting to: Marketing & Business Development Manager
Department: Business Development & Marketing	Location: Nairobi
Job purpose: The Senior Marketing Officer is responsible for driving sustainable membership and business growth through targeted business development, marketing, sales and member engagement initiatives. The role leads acquisition of new member organizations and members, drives uptake of BOSA and FOSA products, strengthens member retention and reactivation, develops strategic partnerships, and supports market expansion. The role also provides day-to-day leadership to Relationship Officers and Sales Agents and uses market and performance insights to improve commercial outcomes and member value.	
Key Duties & Responsibilities: • Business Development & Growth: Identify and convert new member organizations and prospective members within assigned markets and sectors; develop and execute targeted acquisition initiatives to achieve membership and business growth targets. • Sales & Product Uptake: Drive uptake of BOSA and FOSA products by identifying member needs, developing sales opportunities, supporting cross-selling and following up on leads and prospects to meet assigned targets.	

- **Market Expansion:** Identify and pursue opportunities to grow the SACCO's presence and market share in assigned sectors, using market intelligence, customer insights and competitor analysis to guide priorities.
- **Member Retention & Reactivation:** Monitor member activity and engagement to identify dormancy and attrition risks; implement targeted retention, reactivation and engagement initiatives and ensure timely follow-up and reporting on dormant accounts.
- **Member Organization & Relationship Management:** Develop and maintain productive relationships with member organizations, organizational representatives and key stakeholders to deepen penetration, increase member engagement and support sustained business growth.
- **Strategic Partnerships:** Identify, develop and support strategic partnerships that expand market access, strengthen the member value proposition and create opportunities for membership, product uptake and business growth.
- **Marketing Campaigns & Member Engagement:** Plan and execute targeted marketing campaigns, member education forums, AGMs and regional activations that support acquisition, product awareness, member engagement and retention.
- **Events Management:** Coordinate SACCO events from planning through execution, ensuring agreed objectives, budgets, timelines and stakeholder requirements are met; conduct post-event surveys and prepare reports evaluating attendance, engagement, leads and business outcomes.
- **Team Supervision & Sales Support:** Coach, supervise and monitor Relationship Officers and Sales Agents, provide direction on prospecting and sales activities and track performance against agreed targets.
- **Performance Monitoring & Reporting:** Track and analyse membership, sales, product uptake, retention, reactivation, campaign and partnership performance; provide timely management reports and recommend corrective actions where performance is below target.
- **Brand & Marketing Resources:** Ensure consistent application of the SACCO brand across marketing materials and member-facing activities and ensure marketing assets and resources are properly planned and utilised.
- **Policy & Departmental Support:** Provide guidance on the implementation of relevant membership and marketing policies and support the Marketing & Business Development Manager in departmental planning, budgeting and execution.
- Perform any other duty as may be assigned from time to time

Knowledge: Qualifications & Experience

- Bachelor's degree in Marketing, Communication, Business Administration/Management, Commerce (Marketing), Entrepreneurship or an equivalent qualification.
- Minimum five (5) years' relevant experience in marketing, business development or sales, including at least three (3) years in a supervisory or team leadership role in sales or business development.
- Membership with a relevant professional body (MSK, CIM)
- Proficiency in computer applications and experience using CRM and ERP systems.
- Relevant experience in a SACCO, bank, or other financial institution.

Personal Attributes required for this role:

- Strong communication and presentation skills
- Strategic thinking with strong analytical ability
- Leadership and team development capability

- Negotiation and stakeholder management skills
- Commercial acumen and results orientation

How to Apply

Interested candidates meeting the above requirements should apply online by filling in the data form on this link: [SENIOR MARKETING OFFICER-NAIROBI-READVERTISED – Fill in form](#)

The data form must be fully filled. Incomplete forms will be disqualified. In addition, the applicants should send an application letter with a detailed CV to jobs@kimisitusacco.or.ke by COB October 1st 2026, clearly stating the email subject as “**Senior Marketing Officer-Nairobi**”.

People with disabilities are encouraged to apply.

Only shortlisted candidates will be contacted.

Kimisitu DT Sacco never asks for money in return for advancement in any recruitment process. If you are ever asked for a fee, please report to Kimisitu DT Sacco on 0709 136000 or jobs@kimisitusacco.or.ke.

Kimisitu DT Sacco is an equal opportunity employer.

Kimisitu DT Sacco is ISO 9001:2015 certified.