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**Excellent Career Opportunity**

**EXTERNAL JOB ADVERT**

**A. KIMISITU DT SACCO OVERVIEW**

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 Description**

<b>Job Title:</b> Senior Marketing Officer	<b>Reporting to:</b> Marketing & Business Development Manager
<b>Department:</b> Business Development & Marketing	<b>Location:</b> Nairobi
<b>Grade:</b>	<b>Date:</b> 25/03/2026
<b>Job purpose:</b>	
<p>The Senior Marketing Officer is responsible for driving membership growth, product uptake (BOSA &amp; FOSA), and market expansion through strategic marketing, partnerships and sales leadership. The role supports revenue growth by executing targeted marketing initiatives, supervising Relationship Officers and Sales Agents and strengthening relationships with member organizations and key partners.</p>	
<b>Key Duties &amp; Responsibilities:</b>	
<ul style="list-style-type: none"> <li>Lead recruitment of new member organizations and individual members.</li> <li>Drive sales of BOSA and FOSA products to meet assigned targets.</li> <li>Develop and execute strategies to increase market share across assigned sectors.</li> <li>Monitor member activity to prevent dormancy by implementing retention and reactivation initiatives. Ensure timely activation of dormant accounts and submit a monthly dormancy status report to the Marketing &amp; Business Development Manager</li> <li>Plan and implement marketing campaigns, member education forums, AGMs and regional events.</li> <li>Oversee development and consistency of branding materials and marketing collateral.</li> <li>Conduct market research and competitor analysis to inform strategy and product positioning.</li> </ul>	

- Identify and recommend strategic partnerships to enhance member value.
- Manage relationships with member organizations and partners to ensure performance and growth.
- Serve as the key liaison for organizational representatives to drive penetration and engagement.
- Coach, supervise and monitor the performance of Relationship Officers and Sales Agents.
- Provide guidance on the implementation of membership and related policies.
- Track performance metrics and prepare periodic reports on membership, sales and campaign impact.
- Prepare timely reports on marketing activities, product performance and membership growth.
- Ensure proper management of marketing assets and resources.
- Support the Marketing & Business Development Manager in departmental planning 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 its equivalent
- A minimum of five (5) years' relevant experience with at least 2–3 years in a supervisory or leadership role.
- Membership with relevant professional body (MSK, CIM)
- Computer proficiency, CRM, ERP
- Must have worked/served in a 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-1 – Fill out 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](mailto:jobs@kimisitusacco.or.ke) by Tuesday, 7th April 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 Ltd is an equal opportunity employer](#)