# **Job Vacancy - Marketing Manager**

**WYLDE International** is a professional services consulting firm that works with ambitious entrepreneurs seeking to grow and scale their businesses while delivering impactful products and services to their customers. Founded in 2004, WYLDE has worked with over 7500 entrepreneurs in cohorts or directly and enabled many of them to grow their businesses.

We are looking for a **Marketing Manager**. He/she will serve as the primary manager and coordinator of the Marketing, Digital Marketing and Business Development function within WYLDE.

Gross Salary: Kshs 100,000/-

**Duties and Responsibilities**

1. Develop marketing strategies and plans
2. Work with the management team, to set the marketing strategy for the business
3. Manage and oversee the performance of the business development and marketing team
4. Manage, maintain and strengthen relationships with existing clients and stakeholders
5. Establish and grow partnerships with clients, partner organizations and other stakeholders etc
6. Oversee and track the effectiveness of marketing campaigns
7. Develop and monitor campaign budgets
8. Prepare accurate reports on marketing campaigns and other projects
9. Responsible for the marketing budget to ensure Return on Investment
10. Design and oversee all aspects of digital marketing including marketing database and emails
11. Plan digital marketing campaigns, including web, SEO/SEM, social media and display advertising
12. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
13. Lead the marketing team

**Person’s Specifications**

1. At least 5 years of proven marketing experience and expertise
2. Strong business development skills
3. Excellent understanding of digital marketing
4. Strong team management and leadership skills
5. A degree in Marketing or any other field with Marketing experience
6. Strong problem-solving skills and effective communication skills
7. Excellent digital literacy and experience in Microsoft Office and Google Workspace
8. Familiarity with Search Engine Advertising/Search Engine Marketing
9. Ability to confidently administer and manage multiple projects with good prioritization skills
10. Excellent, flexible design skills that reflect and support the existing brand look and feel
11. Interest in developing technologies which can be utilized to a positive effect
12. An enthusiastic and positive team player
13. Positive attitude and high energy with the ability to thrive in a fast-paced, highly collaborative environment
14. Excellent interpersonal skills, and ability to maintain strong relationships

**How to Apply**

If interested, please send your CV to recruitment@wyldeinternational.com by **Thursday 26th May 2022.** Only shortlisted candidates will be contacted. WYLDE International is an equal opportunity employer. **Qualified male candidates are highly encouraged to apply.**