

## **JOB OPPORTUNITY**

### **Title: Marketing and Research Manager**

**Qualifications:** A degree in Marketing. The possession of a professional qualification in marketing e.g. CIM is an added advantage.

**Experience:** At least five years' progressive experience doing similar work in a recognized organization(s) with at least two years at a senior or managerial level

### **Main Duties: (but not limited to)**

- Develops the Power FM annual strategic marketing plan and manages its implementation in a timely and cost effective manner
- Coordinates all the various marketing functions so as to maximize synergies
- Develops strong brands, targeting identified market and consumer needs in order to expand the market and increase the Power FM's share of market in the various systems segments
- Prepares and controls the marketing budget
- Undertakes communication of key information on programme performance, audience trends and survey results, identifies gaps in knowledge by reviewing existing information with Power FM or the market
- Designs the methodology, collects data, analyses and interprets information and presents it for the necessary management action
- Prepares reports of findings, illustrating data graphically and translating complex findings into written text.
- Collects and analyzes data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Develops and implements a standard brand communication approach, in the areas of brand image, merchandising, promotional activities
- Develops, manages and coordinates all the customer care, and promotional standards, procedures and activities
- Presents findings to end users, responding to specific questions or requests for additional investigation.
- Support the research process by ensuring that research information is properly logged and transferred to a central database.
- Contributes to adhoc projects or provides support in a different area within Marketing, Communications and Audiences.

### **Skills:**

- Goal oriented, ability to work with and as part of a team, flexibility, attention to detail.

### **To Apply:**

- Send your Cover Letter, academic documents, CV (PDF, not more than 6 pages, less than 20MB) a Cell Recommendation letter to [careers@watotochurch.com](mailto:careers@watotochurch.com) (Subject Line: **Marketing and Research Manager** – First Name, Last Name) not later than 1<sup>st</sup> October 2017.

**DEADLINE FOR APPLICATIONS: 1<sup>st</sup> October 2017**

**Only successful applicants will be short listed and contacted for interviews**