

# Job Framework, Regional Marketing Coordinator

This position reports to the Senior Marketing Officer and is part of the Marketing department.

Its purpose is to foster an environment that supports community involvement particularly in relation to the youth, safe abortion services, contraceptive uptake, ownership and partnerships with community / youth groups in MSK's work. In particular the role will seek and deliver increased engagement by adolescents and community engagement structures. Working to support work across all channels the role will stimulate ideas, facilitate discussions and support effective technical engagement. The role will also offer support and collaboration between the programmatic work and the government to ensure increased demand for our services within communities served for a sustainable social enterprise model of family planning and sexual reproductive health services.

The strategic purpose of the Department is strategic exploitation of demand generation opportunities benefitting the fulfillment of MSK's mission.

Job Title:	Location:	Reporting To:	Probationary Period
Regional Marketing Coordinator		Senior Marketing Officer	

Key Responsibilities	Measure
<p><b>This role has the following key responsibilities:</b></p> <ol style="list-style-type: none"> <li>1. Coordinate demand generation for the adolescent reproductive health project and any other MSK projects within the region</li> <li>2. Identification , mapping and conducting conversations within hot spots aimed at increasing referrals for abortion services</li> <li>3. Supervision of Youth Peer Educators / Diva Connectors/ ambassadors and County Mobilization Agents ( CMAs) involved in the ASRH project and other MSK activities</li> <li>4. Stakeholder engagement – coordination of SRH activities in collaboration with the Sub- county Health Management Team and other partners</li> <li>5. Collaboration with MSK service providers with regards to provision of services</li> <li>6. Publicity, advertising and branding</li> <li>7. Data verification in relation to the services offered as result of the activations carried out</li> </ol>	<p>Number of demand generation activities carried out monthly Number of adolescents and parents reached with SRH messages Service uptake level by the clients Sub -county and partner engagement Branding as per MSI guidelines</p>
<p><b>1.Coordinate demand generation for the adolescent reproductive health project and any other MSK project across all channels within the region</b> Activities include:</p> <ul style="list-style-type: none"> <li>• Carry out community entry processes to ensure an enabling community environment for demand generation for MSK services</li> <li>• Developing/ coordinating activities which will create platforms for disseminating SRHR and ASRH info such as health talks, meet up sessions/ dialogues with youth and parents / gate keepers</li> <li>• Recruitment of influential youth groups and community groups to disseminate ASRH information</li> <li>• Engagement and liaison with community organisations and associations targeting youth for partnership / mobilization for services across all MSK channels</li> <li>• Dissemination of IEC materials in all MSK demand generation activities and facilitating branding of all CHVs/ IPC agents and connectors</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule of demand generation activities and report of the achievements in the Marketing Activities Report format</li> <li>• Community structures engaged with specific interventions</li> <li>• List of youth groups and contacts</li> <li>• Number of materials distributed</li> <li>• Feedback sessions held after each activity</li> </ul>

# Job Framework, Regional Marketing Coordinator

<p><b>2. Identification , mapping and conducting conversation within hot spots aimed at increasing referrals for abortion services</b></p> <p>Key activities here include:</p> <ul style="list-style-type: none"> <li>• Mapping hotspots where abortions frequently occur</li> <li>• Training IPC agents to refer for PAC services</li> <li>• Supervision of community mobilization agents ( as per county / project / channel requirements ) and IPC agents including carrying out specific community engagement</li> <li>• Develop strategy for each of the hotspots identified to create awareness on PAC services</li> <li>• Develop none traditional linkages and channels in collaboration with service providers to offer abortion services</li> <li>• Regular attendance of forums / meetings to make presentations and open discussions on safe abortion issues within formal and informal networks including women's movements</li> </ul>	<ul style="list-style-type: none"> <li>• Data base of PAC hot spots</li> <li>• Implement different strategies targeted at the hot spots to increase referrals for abortion services</li> <li>• Monthly updates on abortion trends</li> <li>• Number of clients referred by IPC agents and CHVs for PAC / FP services across the channels</li> </ul>
<p><b>3. Supervision of Youth Peer Educators / Diva Connectors/ ambassadors and County Mobilization Agents ( CMAs) involved in the ASRH project and other MSK activities</b></p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Maintain records of all the CHVs and YPEs appointed and working with respective community mobilization agents advance requests , surrenders and reports</li> <li>• Tracking of service uptake per activity and monthly compilation of number of people reached with information and services.</li> <li>• Pilot web based systems to track output from CHVs and other referral agents</li> <li>• Tracking of CMA and CHV monthly performance , branding and capacity needs</li> <li>• Organize recruitment and training of the YPEs/ connectors and CHVs on S/ SRH on need basis</li> <li>• Identifying the YPEs and CHVs who empathize with the adolescents and SAC</li> <li>• Ensure that the community mobilization agents are motivated to carry out the tasks including monitoring of the bonus schemes for CMAs and CHVs</li> <li>• Monthly review and submission of CMAs work plans and surrenders</li> <li>• Consolidation and submission of regional monthly CMA performance reports</li> </ul>	<ul style="list-style-type: none"> <li>• Data base of youth, women networks, associations/ organizations conducting abortion referrals</li> <li>• Identification/ formation of peer champions and development of referral mechanism</li> <li>• Number of people reached with information and services.</li> <li>• Submission of advance requests , surrenders and reports</li> <li>• Training mobilization and set up</li> <li>• Monthly reports on meetings done and project achievements</li> </ul>
<p><b>4. Stakeholder engagement – coordination of SRH activities in collaboration with the Sub- county Health Management Team and other partners</b></p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Organize briefings to relevant County authorities on the MSK activities</li> <li>• Involvement of CHMT/ SHMT in supervising trainings and other activities for CMAs, YPEs and CHVs</li> <li>• Coordination with the sub county HMTs on community engagement</li> <li>• Development of regional strategy for demand generation across all MSK channels</li> <li>• Identifying &amp; engaging community structures who'll be key influence points to the adolescents, passive mothers, aspiring pre-children</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting minutes and action points agreed and followed up</li> <li>• Minutes of SHMT engagement</li> <li>• Evidence of supervision during the trainings &amp; meetings</li> <li>• Monthly reports</li> </ul>

# Job Framework, Regional Marketing Coordinator

<p><b>5. Collaboration with Service Providers with regards to provision of services</b> Activities include:</p> <ul style="list-style-type: none"> <li>• Monitoring service uptake by the adolescents, FP , free maternity services and PAC at the provided service points – MSK clinics, MSK Outreach and AMUA clinics</li> <li>• Continuous client feedback given to team leads and centre managers with recommendations</li> <li>• Creation of youth related space within the counties of implementation to ensure each channel is able to meet their targets on adolescents</li> <li>• In collaboration with the Outreach team, organize for tented outreaches , moonlight and private facility to increase service uptake</li> <li>• Facilitating monthly and quarterly review meetings with team leads, Centre Managers and CMAs for planning and trouble shooting</li> <li>• Tracking of site by site CHV referrals for bonus payment.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of adolescents taking up services</li> <li>• Number of adolescents visiting / receiving services in youth related spaces</li> <li>• Monthly report inline with CLIC including feedback from the adolescents regarding the services offered</li> <li>• Number of outreach related activities carried out of the monthly</li> </ul>
<p><b>6. Publicity and advertising</b></p> <ul style="list-style-type: none"> <li>• Ensuring brand visibility at MSK Centres, Road Signages and vehicles within the region.</li> <li>• Write advertising and design briefs</li> <li>• Development &amp; distribution of IEC / BCC materials, point of purchase materials.</li> <li>• Mapping of local medial platforms for possible social marketing.</li> <li>• Analysing and monitoring market trends</li> </ul>	<p>Brand recognition, leading to revenue increment across all channel teams.</p> <p>Competitor analysis report</p> <p>Distribution &amp; stock reports and material check list for the channels</p>

# Job Framework, Regional Marketing Coordinator

## Skills and Experience

### Qualifications:

- First degree or marketing-related degree, Business Administration, Social Sciences, Public Health
- Masters or post-graduate qualifications will be an added advantage Basic computer skills
- Excellent communication and networking skills
- Good understanding of local context and networks
- Experience working with community and youth groups highly advantageous
- Experience in coordinating events
- Understanding of sexual reproductive health will be added advantage
- Able to work independently
- Flexible and adaptable
- Confident in public speaking

### Experience:

- Experience in relevant industry will be added advantage.
- Strong project management/organisational skills.
- Ability to use spreadsheets to analyse data and spot trends.

### Skills:

- Excellent written and verbal communication skills
- Formal presentation skills
- Organization and planning
- Strategic thinking
- Problem analysis and problem-solving
- Persuasiveness
- Adaptability
- Creativity
- Judgment
- Decision-making
- Energetic
- Numerical skills
- IT skills.

### Attitude / Motivation:

Successful performance at MSI is not simply defined in terms of 'what' people achieve, but equally is about 'how' people go about their jobs and the impact that they have on others. There are 13 key behaviours that MSI encourages in all employees and they are defined below:

- **Initiative**  
Thinking ahead and taking action to make the most of opportunities by finding the optimum solution
- **Innovative**  
Thinking creatively and outside of the box so that ideas generated create a positive outcome
- **Effective Communication**  
Communicating through active listening and good questioning techniques, using appropriate body language, ensuring information is clear and concise.
- **Responsive**  
Being responsive to changing priorities and demands
- **Working Efficiently**  
Planning, prioritising and organising work to ensure work is accurate and deadlines are met
- **Sharing Information**  
Sharing information and knowledge whilst maintaining confidentiality

# Job Framework, Regional Marketing Coordinator



- **Focus on Learning**  
Taking responsibility for keeping knowledge and skills updated and for seeking opportunities to develop further
- **Commitment**  
Awareness and understanding of goals, vision and values and how your role impacts on this and going the extra mile to meet role requirements
- **Driven**  
Drive and determination to deliver results
- **Accountable**  
Taking responsibility for appropriate decisions that you make, and the actions and behaviour you demonstrate
- **Embracing Change**  
Openness to embracing change within the organisation and being able to adjust plans/activities accordingly
- **Motivated**  
Motivation towards achieving quality results to maximise potential
- **Team Player**  
Working as part of a team by being supportive, flexible and showing respect for each other

## How To Apply

Applications quoting the position title with detailed CV, with contact details of 3 referees (1 of which should be immediate, 1 former supervisor and any other) should be submitted to: [pd@mariestopes.or.ke](mailto:pd@mariestopes.or.ke) . On or before August 12, 2019. The subject of the email should read **Regional Marketing Coordinator**.

Do not attach certificates and testimonials. Marie Stopes Kenya is an equal opportunity employer and does not ask for fees at any stage of the recruitment process. Only shortlisted candidates will be contacted.