

JOB VACANCY

SOCIAL MARKETING LEAD



Job Title	Social Marketing Lead	Probation Period	3 Months
Location	Nairobi with travel to counties	No. of Direct Reports	3
Reporting to	Country Director	Budget Responsibilities (Y/N)	Y

Marie Stopes Kenya is an NGO registered in Kenya as a local implementing partner of MSI Reproductive Choices, a UK charity. We deliver quality sexual and reproductive healthcare, family planning and other women’s health services to millions of the world’s poorest and most vulnerable women. We want to make sure that women have a choice when it comes to having children and that death by unsafe abortion is reduced.

Job Summary: As part of our commitment to strengthen client powered SRHR provision and enhance our sustainability, MSK has a social marketing department that supports in the sales and distribution of commercial products, SM Lead will contribute to MSK’s sales objectives.

As the Social Marketing Lead at Marie Stopes Kenya, you will play a pivotal role in leading the sales and distribution of commercial reproductive health products. Reporting directly to the Country Director, you will be responsible for developing and implementing effective sales strategies, managing a high-performing sales team, and fostering key partnerships to drive revenue and market growth. Communication and team management skills are also essential for this position.

It is the responsibility of this role is to further our goal of **MAKING CHOICE POSSIBLE** for every Kenyan.

The post holder commits to and is held accountable to MSI Reproductive Choices core values:

Mission driven	Client centered	Accountable	Courageous	Resilient	Inclusive
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Key Responsibilities

- 1. Sales Strategy Development:**
 - Develop and implement comprehensive sales strategies to achieve commercial product sales targets.
 - Collaborate with the Country Director to align sales strategies with overall organizational objectives.
- 2. Team Leadership:**
 - Lead, motivate, and manage the commercial products sales team to ensure the achievement of sales goals.
 - Provide guidance, training, and support to enhance the team's sales capabilities.
- 3. Market Expansion:**
 - Identify and explore new business opportunities and markets to expand the reach of commercial products.
 - Cultivate and maintain strong relationships with distributors, retailers, and other key partners.
- 4. Product Promotion and Marketing:**
 - Develop and execute marketing campaigns to promote commercial products effectively.
 - Collaborate with the marketing team to create compelling promotional materials and initiatives.
 - Collaborate with the MSI London Support Office to introduce new product lines and ensure sales team members are on board.

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5. Customer Relationship Management:

- Build and maintain strong relationships with key clients, healthcare institutions, and other stakeholders.
- Address customer inquiries, concerns, and feedback to ensure a positive customer experience.

6. Sales Reporting and Analysis:

- Prepare regular sales reports, analyze performance metrics, and provide insights for continuous improvement.
- Work closely with the Country Director to assess market trends and adjust strategies accordingly.

Knowledge, skills and attitudes

Qualifications:

- A master’s degree in Business Administration, Marketing, Health System Strengthening, Public Health or a Bachelors degree in a related field.
- Proven leadership and experience in sales management, preferably in the healthcare or pharmaceutical industry.
- Knowledge of the reproductive health sector and commercial products is an advantage.

Skills and personal attributes:

- In-depth knowledge of social media platforms, trends, and analytics.
- A track record of achieving measurable results and driving impactful social change.
- Demonstrated success in developing and implementing effective social marketing strategies.
- Familiarity with the latest tools and technologies in digital marketing.
- Strong leadership skills with the ability to inspire and manage a high-performing team.
- Excellent communication, negotiation, and interpersonal skills.
- Proficient in Microsoft Office Suite and CRM software.
- Team player who accepts constructive criticism and is comfortable with giving constructive criticism.
- Ability to remain calm under pressure.
- Ability to work flexibly to meet service needs.
- Strong commitment to the goals and vision of Marie Stopes
- Strong results orientation with a proven record of delivering targets.
- Highest levels of integrity and strong ethical attitude
- Interest in public health, particularly sexual and reproductive health
- Flexibility to operate in a changing environment.

Behaviours and Values:

Successful performance at MSK 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.

<p>Work as One MSI</p>	<p>You contribute, use, and share accurate data and evidence to improve understanding, insight and decision-making across MSI, enabling us to maximize our ability to influence others.</p> <p>You share relevant knowledge, expertise and resources to strengthen teamwork and prevent duplication of effort.</p> <p>You actively work as part of a team, providing support and flexibility to colleagues, demonstrating fairness, understanding and respect for all people and cultures.</p>
<p>Show courage, authenticity and integrity</p>	<p>You hold yourself accountable for the decisions you make and the behaviors you demonstrate.</p> <p>You are courageous in challenging others and taking appropriate managed risks.</p>

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Develop and grow	<p>You seek feedback to enable greater self-awareness and provide the same to others in a way which inspires them to be even more effective.</p> <p>You manage your career development including keeping your knowledge and skills up to date.</p>
Deliver excellence, always	<p>You strive to consistently meet and exceed expectations, putting clients at the centre of everything, and implement smarter, more efficient ways of performing your role.</p> <p>You build and maintain effective long-term working relationships with all stakeholders, and are a true MSI ambassador.</p>
Leadership	<p>You inspire individuals and teams, through situational leadership, providing clear direction.</p> <p>You seek and provide opportunities which motivate team members, helping to develop skills and potential whilst strengthening our talent and succession pipeline.</p> <p>You are aware of emerging developments in our sector, demonstrating strategic insight about our clients and business and encourage this in your team.</p> <p>You articulate a vision of the future which inspires and excites others.</p>

How to Apply

Suitable and qualified candidates should email one document combining a Cover letter and CV to pd@mariestopes.or.ke on or before **15th January 2024**. The subject of the email should read **Social Marketing Lead**. Do not attach certificates and testimonials.

Note: Applications will be reviewed on a rolling basis, and only shortlisted candidates will be contacted for interviews.

Marie Stopes Kenya is an equal opportunity employer. We encourage applications from qualified individuals, regardless of age, gender, religion, or disability. Marie Stopes does not ask for fees at any stage of the recruitment process.