

JOB ADVERTISEMENT

Client Activation Officer

Job Title	Client Activation Officer	Probation	3 months
Location	Runda Premier Clinic, Nairobi	No. of Direct Reports	0
Reports to	Head of MEI <i>with dotted line to Centre Manager</i>	Budget Responsibilities (Y/N)	Y

MSI Reproductive Choices Kenya is an NGO registered in Kenya. We are affiliated to MSI. Together we deliver post abortion care, quality sexual and reproductive health care and family planning 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.

We are seeking to recruit Client Activation Officer who will be reporting to the Head of Marketing, Evidence and Impact and supporting the Centre Managers, and the Marketing team. He/she Will be responsible for driving financial sustainability for the MSI Reproductive Choices Kenya by creating demand for healthcare services offered through the **commercial channels (Centres and Maternities)**. The role holder will support the repositioning of the MSIK brand as a **leading women's healthcare provider** by understanding the unique markets in which each centre operates, identifying location-specific client needs and segments, supporting service diversification initiatives, and strengthening referral networks to increase client footfall across all service delivery channels. The Client Activation Officer will contribute to the development and execution of marketing strategies and campaigns, support monitoring and documentation of marketing activities and results, and provide administrative and operational support to centre demand generators and mobilizers.

The position holder will be responsible for the **development, implementation, monitoring, and review of demand creation activities** aimed at increasing client flow to Marie Stopes Kenya Centres and Maternities.

This role contributes to advancing our mission 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 Centred	Accountability	Courageous	Resilience	Inclusive
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Key Responsibilities	Measure
1. Position Marie Stopes Clinics and Maternities as leaders in SRH	

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- Lead the development, testing, and rollout of new demand creation solutions, marketing materials, and campaigns to build awareness and uptake of services offered at MSK clinics and maternities.
- Collaborate with the Head of Marketing, Evidence and Impact to establish clear success criteria and KPIs for all marketing interventions.
- Support the marketing department in the development of communication materials that increase awareness of MSK clinics.
- Ensure proper visibility and consistent use of MSK branding across all interventions.
- Maintain a strong physical brand presence at centres through proper signage, branding, and upkeep.
- Support implementation of centre-level marketing plans.
- Plan and implement innovative community engagement activities
- Collect photos, testimonials, and success stories for internal and external communication and upload them to the Marketing SharePoint.
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- Client flow to MSK service delivery channels increases by **at least 25% annually**.
- **20–30% of clients** accessing services are generated through below-the-line marketing activities.
- Monthly client activation plans developed and approved by the Centres Coordinator and Head of MEI.
- Active and well-managed referral networks.
- Referral KPIs established and consistently monitored.
- Demand generation activities monitored through the **E-referral system**, with performance gaps addressed promptly.

2. Increase the visibility of the contact centre

- Promote the MSK contact centre by ensuring the distribution of call centre cards and promotional materials.
- Conduct outreach to potential partners, community influencers, and referral agents.
- Develop and maintain a database of referral partners and contacts.
- Support the planning and execution of events, campaigns, and webinars that promote contact centre services
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- Marketing reports
- Contact centre promotion reports
- Referral partners database

3. Increase customer base and revenue

- Drive consistent growth in client numbers and revenue at the clinic level.
- Monitor and evaluate marketing activities, analyze performance results, and recommend improvements.
- Strengthen and optimize referral networks linked to MSK service delivery channels.
- Launch Plans
- Marketing reports
- Client insight report
- Monitoring reports
- Marketing Strategy
- Client Personas
- Health financing reports

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- Implement and monitor systems for generating and tracking active referrals.
- Participate in quarterly **client journey mapping sessions** to inform improvements in marketing communication, client experience, and contact centre operations.
- Ensure external clinic branding reflects MSI brand standards and values.
- Work with the Monitoring and Evaluation team to assess competitor activities and identify market opportunities.
- Periodically update **clinic client personas** in line with evolving services and client needs.
- Support health financing initiatives through engagement with corporate partners in collaboration with the Health Financing team.

4. Financial management Responsibilities

- Ensure proper accountability for all mobilization expenditures in accordance with MSK financial procedures.
Ensure all client referrals are submitted through the **E-referral system** or coupons are verified by the **7th working day of the month**.
- Maintain proper documentation of all referrals made by mobilizers for payment and reporting purposes.
- Timely and accurate incentive payments
- Proper financial documentation and expenditure records

Skills and Experience

Qualifications:

- Bachelor's Degree or diploma in marketing, Communications, Administration, Project Management or Health Management
- Other professional qualifications, ideally in Project Management, Communications and Marketing desired

Skills and Experience:

- At least 2 years' relevant experience working with NGOs, private sector organizations, or government agencies in a Marketing role
- Strong commercial and marketing orientation
- Experience in demand generation, community mobilization, or service marketing
- Excellent written and verbal communication skills
- Strong analytical skills with ability to translate data into actionable marketing insights
- Commercial awareness and ability to work with financial and marketing performance metrics
- Strong planning, coordination, and organizational skills
- Ability to manage multiple projects simultaneously
- Strong relationship-building and stakeholder engagement skills
- Strong influencing and negotiation abilities

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- Ability to communicate complex information in a clear and engaging manner
- Ability to work independently with minimal supervision

Attitude / Motivation:

- Commercially minded and results-driven
- Strong supporter of **family planning and women’s reproductive rights**
- Resilient, adaptable, and able to work in fast-paced environments
- Curious and open to learning emerging best practices in the sector
- Actively seeks feedback and opportunities for professional development
- Flexible and willing to support a wide range of marketing initiatives when required

Behaviours and Values:

Successful performance at MSI Reproductive Choices 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</p>	<p>You hold yourself accountable for the decisions you make and the behavior you demonstrate.</p> <p>You are courageous in challenging others and taking appropriate</p>
<p>Develop and grow</p>	<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</p>
<p>Deliver excellence, always</p>	<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>
<p>Leadership</p>	<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>

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How To Apply

Suitable and qualified internal candidates should apply via:

<https://hcm.mariestopes.or.ke/hcm/recruitment.jsp?view=1:0> by or before **29th March 2026**. **Do not attach** certificates and testimonials.

MSI Reproductive Choices Kenya is an equal opportunity employer and does not ask for fees at any stage of the recruitment process. Successful candidates must abide by MSI's Antifraud & Bribery Policy and Safeguarding Policy, including protection of children and vulnerable adults.