

JOB ADVERTISEMENT-CENTRE MARKETERS

Job Title	Centre Marketers (5 Positions)	Probation	3 months
Location	Kangemi, Kenyatta Market, Meru, Nyeri and Rongai Centres	Reports to	Centre Manager with Dotted Reporting Lines to Head of MEI

MSI Reproductive Choices 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.

We seek to recruit a Centre Marketer whose role is very strategic in the Marketing Team for MSI Reproductive Choices Kenya. The job holder's overall responsibilities will be to drive client volume and create brand visibility for the centre through effective community-based, below-the-line (BTL), and on-ground marketing activities, while ensuring all messaging is accurate, ethical, and aligned with Marie Stopes Kenya (MSK) standards. Excellent communication skills, business acumen as well as aptitude in using computers are key skills for this position.

It is the responsibility of this role 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:



Key Responsibilities

1. On-Ground & Community Marketing

- Plan and implement daily and weekly community marketing activities within the centre's catchment area
- Conduct door-to-door mobilization, market activations, and community sensitization talks
- Build relationships with referral partners, community health promoters (CHPs), peer educators, youth champions, and local leaders
- Identify and map high-potential areas (estates, markets, boda stages, colleges, workplaces) for sustained engagement
- Mobilize clients for centre services and special service days/promotions

2. Below-the-Line (BTL) Marketing Activities

- Distribute approved IEC materials (flyers, posters, brochures) in strategic locations

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- Support activations such as roadshows, tent activations, market storms, and community events
- Identify opportunities for posters, noticeboards, and wall branding in the community (with proper approvals)
- Ensure correct and consistent use of MSK branding and messaging at all times

3. Client Referral & Follow-Up

- Issue and track referral slips or codes to measure marketing impact and effective referrals
- Follow up with potential clients who expressed interest but did not visit the centre
- Support appointment booking during mobilization activities where possible

4. Partnerships & Linkages

- Establish and maintain working relationships with:
 - Pharmacies and chemists
 - Salons and barbershops
 - Women associations/ Chama
 - Youth groups and women's groups
 - Workplaces and learning institutions
- Identify and nurture referral champions within the community

5. Data Collection & Reporting

- Maintain daily records of:
 - Areas visited
 - Activities conducted
 - Number of people reached
 - Referrals generated
- Submit weekly and monthly marketing reports to the Centre Manager and Marketing Team
- Provide feedback on community perceptions, competitor activities, and emerging client needs

6. Brand Representation & Compliance

- Act as a professional ambassador of Marie Stopes Kenya in the community
- Ensure all communication is accurate, respectful, confidential, and non-judgmental
- Adhere strictly to safeguarding, consent, and privacy guidelines
- Avoid making medical claims beyond approved messaging

7. Support to Centre Campaigns

- Support centre-led campaigns, service days, and promotional drives
- Assist in mobilization for new service introductions or priority health campaigns
- Work closely with service providers to understand key services to promote

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Key Performance Indicators (KPIs)

- Number of on-ground activities conducted per week
- Number of referrals generated
- Conversion rate of referrals to actual clients
- Growth in client volume linked to marketing activities
- Number of active community referral partners
- Timely and accurate submission of reports

Working Conditions

- Majority of time spent in the field
- Requires walking long distances and working outdoors
- May involve weekend or evening community activities when needed

Qualifications & Experience

- Certificate or Diploma in Marketing, Community Development, Public Health, or related field
- Experience in field marketing, community mobilization, or health promotion is an added advantage
- Experience working in SRHR or community health programs is desirable

Skills & Competencies

- Strong interpersonal and communication skills
- Confidence engaging diverse community groups
- Ability to work independently in the field
- Basic data recording and reporting skills
- Persuasive but ethical communication style
- Good knowledge of the local area and community dynamics

Behaviours and Values:

Successful performance at MSK is not simply defined in terms of people but equally is about ‘how’ people go about their jobs and the impact that they have on others.

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Work as One MSI	<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>
Show courage, authenticity and integrity	<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 managed risks.</p>
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 external and internal candidates should apply via: <https://hcm.mariestopes.or.ke/hcm/recruitment.jsp?view=1:0> by or before **14th May 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.