



KENYA TRADE NETWORK AGENCY – KENTRADE

VACANCY ANNOUNCEMENT

The Kenya Trade Network Agency (KenTrade) is a State Corporation under the National Treasury whose mandate is to implement, operationalize and manage the Kenya National Electronic Single Window System (KNESWS) as well as Trade Facilitation.

To fulfil our mandate, we wish to engage suitably qualified candidate who meets the requirements of Chapter 6 of the Kenya Constitution for the following position;

MARKETING ASSISTANT ON TEMPORARY TERMS ONE (I) POST

Job Title: Marketing Assistant
Reports to: Assistant Manager, Business Development
Duration: Six (6) months (renewable once)

Purpose for the Job

To provide support in the development, planning and implementation of all aspects of marketing (including digital marketing) to reach and get more customers for the agencies products, raise/generate revenue, and build stronger relationships with the Agencies audiences.

Duties & Responsibilities

Duties and responsibilities at this level will entail: -

1. Assist in creating marketing campaigns and working with the company's external PR agency to see them executed,
2. Develop and organize a calendar of marketing activities and events,
3. Undertake market surveys and establish the best way to reach target groups for each product,
4. Prepare, edit and proofread marketing materials for use in different channels,
5. Assist in analysing the impact of marketing campaigns and prepare measurement reports,

6. Assist in developing and implementing digital marketing aspects and
7. Creating and developing new innovative ways to communicate the Agency's message/s to existing customers.

Minimum Academic, Professional Qualifications and Experience

- i. Bachelor's degree in Marketing or a bachelor's degree in social sciences, Business Management with a Diploma in marketing
- ii. Digital Marketing Certification will be an added advantage
- iii. At least two (2) years' relevant working experience

Candidates interested in this position are also expected to fulfil the requirements of Chapter Six of the Constitution of Kenya. Specifically, they must obtain and submit with their application **copy of Certificate of Good Conduct from the Directorate of Criminal investigations (CID)**.

Applications should be addressed as detailed below and be sent by post, hand delivery or email so as to be received not later than **November 28, 2018**.

**The Chief Executive Officer
Kenya Trade Network Agency
1st Floor, Embankment Plaza
Longonot Rd - Upperhill
P.O. Box 36943-00200
NAIROBI
vacancies@kentrade.go.ke**

KenTrade is an Equal Opportunity Employer – women and persons with disability are encouraged to apply.

Any form of canvassing shall lead to automatic disqualification and only shortlisted candidates shall be contacted.