



JOB PROFILE – MARKETING AND PUBLIC RELATIONS OFFICER

Summary

Power is a financial wellness platform that is dedicated to providing holistic financial services to working people in Kenya and across sub-Saharan Africa. We enable individuals to live their lives with dignity, reduce financial related stress, and take control over their financial well-being. Power enables gig and salaried workers access to earned wages and other financial services, as well as to contribute to savings via partner banks.

We are looking for motivated and talented individuals to join our team Commercial team. Reporting to the Chief Commercial Officer, the Marketing and Public Relations Officer will be responsible for the strategic development and execution of marketing and public relations activities for Power.

Job Duties and Responsibilities

- Proactively and innovatively identify ways to promote Power’s brand in industry fora and publications, digital media, speaking opportunities, conference participation and other forms of advertising
- Actively market and promote Power news and activities including formal press release distribution, article development, social media, etc
- Manage all marketing materials, website updates, and social media presence on behalf of the Company
- Responsible for corporate message development and be the last point of contact with Company deliverables before they are published ensuring all content is in-line with Company expectations
- Support the development of articles in collaboration with key Power employees
- Lead the development and distribution the Company newsletter
- Assist the team in the preparation of new business materials, new business pitch decks and presentations, etc
- Develop branded materials as needed including merchandising, document templates and other supporting materials
- Create the annual marketing plan/budget and take responsibility for implementation
- Continually evaluate the public relations strategy
- Ensure documents and marketing materials are current and reflect the Company’s desired messaging
- Provide insight into product development and competitive positioning
- Provide input to weekly commercial team reporting
- Perform any other relevant duties that may be assigned by the supervisor

Knowledge and skills required

- Bachelor’s degree in marketing, digital communications, media, public relations

- At least 5 years of related marketing and public relations experience
- Proven experience in delivering successful integrated marketing and public relations campaigns from concept to execution
- Proficiency in software and tools necessary for the role (Microsoft Office, Prezi, Canva, Google Analytics, LinkedIn, Facebook/Instagram, Hubspot, Figma)
- Excellent relationship building and interpersonal skills
- Excellent verbal and written communication skills
- Self-motivated and goal-oriented
- Strong interpersonal skills
- Excellent analytical and time-management skills
- Demonstrated ability to work independently or as an active member of a team

How to Apply

Email a cover letter and your CV to careers@m-power.io. **Deadline 15th January 2022.**