



## HEAD OF MARKETING

We're looking for a Head of Marketing to help lead and define our marketing initiatives globally. This role is about growing our local Kenyan brand into a global brand. We are looking for a marketing professional to lead a team to deliver on marketing strategy, research, campaigns and product launches. Our experience and growth in Kenya has proven that we have a game-changing product... and now we're looking for a strategic leader to help us close exponential hockey-stick growth across East Africa with top-of-mind brand awareness and brand integrity.

### RESPONSIBILITIES

#### User Growth

- Driving new member acquisition for Individual Users, Small Businesses, and Drivers.
- Create marketing plans for key audience segments; Deploy the optimal messaging and creative across the customer journey.
- Develop and execute multi-channel plans to drive new member acquisition (both on the supply and demand side of the market), determining the optimal channel mix, creative message and budget allocation.
- Perform multi-channel analyses to determine the impact of media on multiple channels.
- Manage relationships with media agencies and vendors, including negotiating pricing, agreements, and delivery of assignment to timeline and budget.
- Analyze marketing performance reports and make proactive recommendations for changes.
- Lead the overall tracking, forecasting and communication of related success metrics.
- Create data-driven, dynamic, 'voice-of-the-customer' marketing strategies and tests that deliver against Return on Investment (ROI) targets.

#### User Engagement

- Lead the creation and execution of our User engagement strategy.
- Leverage product features to drive greater engagement.
- Develop and meet revenue targets.

#### Strategy & Management

- Drive business case development – bring together customer insights, research, financial data and analytics to develop a perspective on revenue and profitability potential for new to market initiatives.
- Manage and motivate direct report team to achieve aggressive goals.
- Provide mentorship and leadership development to individual team members of a highly performing team. Ensure development and setting up the team for success.
- Perform other responsibilities as required.
- Compile and present quarterly metrics and reports for Sendy Investors



## QUALIFICATIONS

### Basic Qualifications

- Bachelor's degree in Business, Marketing, Economics, Math or a related field of study.
- 10+ years of experience in media or marketing. Digital/Mobile experience a plus.
- Experience with a new product launch including leveraging Public Relations and Social Media and Influencers to garner earned media.
- Direct people management experience and also experience leading cross-functional teams.
- Experience managing a large budget and forecasting.
- Experience in managing media and creative agencies.
- Acquisition experience.
- Digital content merchandising experience.
- Strong analytical skills.
- Strong oral and written communication skills.
- Meticulous attention to detail.

### Preferred Qualifications

- MBA or graduate degree.
- Have worked at a leading brand company or agency managing leading brands.
- Entrepreneurial spirit / ability to try different things with minimal direction.
- Established track record of creativity and innovation.

## BENEFITS

- Comprehensive Health Insurance - Inpatient, Outpatient, Optical, Dental
- Flexible vacation
- All Risk Insurance on Computer and Phone
- Opportunity for company stock options

## MORE ON SENDY

[Sendy](#) is THE delivery partner for moving packages in Kenya. Sendy provides an app and web platform that enables individuals and small businesses to connect with Drivers and request on-demand or scheduled package delivery services anytime, any day, 24/7.

Partnership is the foundation of what we do. By partnering with Drivers and Businesses, we empower individuals to grow their livelihood. We do this by building a platform that is Simple, Transparent, and User Centric.

## APPLY



Please forward your CV and quick summary (one paragraph) on why you're interested in the position to [jobs@sendy.co.ke](mailto:jobs@sendy.co.ke).