



JOB DESCRIPTION

IDENTIFICATION	
JOB TITLE	Marketing Assistant
REPORTING TO	Business Lead Amref Medical Center
DIRECTORATE/UNIT	Amref Health Innovation – Amref Medical Center
DURATION	2 years
PHYSICAL LOCATION	Nairobi, Amref Health Africa HQ Office

Amref Health Africa was founded in 1957 and has since grown to become the largest African-based international health development organisation; currently implementing more than 140 programs, directly reaching more than 12 million people across 35 African countries. Headquartered in Nairobi, Kenya, Amref Health Africa has offices in eight countries in Africa, including Kenya, Tanzania, Uganda, Ethiopia, Malawi, South Sudan, Zambia and Senegal. Amref's work in each country responds to local needs and priorities strengthen existing capacities in communities to take control of their health and strengthen the local health systems. An additional eleven advocacy and fundraising offices are located in Europe and North America. In the spirit of Ubuntu, partnership and networking are key elements of Amref Health Africa's approach.

Amref Health Africa is driven by its vision of **'Lasting health change in Africa'** and its mission **'To increase sustainable health access to communities in Africa through solutions in human resources for health, health service delivery, and investments in health'**. For more on Amref Health Africa please visit www.amref.org.

BACKGROUND

The **Amref Medical Centre** has been in existence since 1981, in 2011 the facility opened its doors to the public, by introducing travel vaccination services. The facility currently provides a range of services, not limited to vaccination, general consultation, health and wellness and pre-employment checks. We are also introducing a new chronic disease management program in partnership with relevant industry stakeholders.

ABOUT THE ROLE

The main purpose of this position is to contribute to the strengthening and growth of Amref Medical Center. Working closely with the Business Lead, the Marketing Assistant will be responsible for assisting in creating new and exciting marketing strategies and ideas to promote Amref Medical Center internally and externally, as well as ensuring all marketing activities are effective, and delivered to plan in a timely manner within budget.

PRINCIPAL RESPONSIBILITIES

KEY AREA	MAIN TASKS
Marketing and Sales	<ul style="list-style-type: none"> • In collaboration with the Business Lead, the Marketing Assistant will be responsible for the development of marketing strategies and activities within the Amref Medical Centre. • The Marketing Assistant will be responsible for keeping the management team updated on industry norms and emerging opportunities. • Coordinate marketing activities within Amref Medical Centre to ensure we have consistency and well-coordinated effective communications. • Identifying opportunities to improve product offering. • Support in the gathering analysis and interpretation of external and internal data and write reports (Monthly, quarterly and annual reports)

KEY AREA	MAIN TASKS
	<ul style="list-style-type: none"> • Lead the development and rollout of digital marketing. • Monitor the performance of marketing campaigns and adjust strategies as required. • Organise meetings with clients. • Prepare content for the publication of marketing materials for print or web. • Maintain excellent relationships and partnerships with partners/vendors/suppliers
Administration, Customer Service and Documentation	<ul style="list-style-type: none"> • Manage communication with clients through email, telephones and websites. • Respond to inquiries made by clients about company products and services in a timely and friendly manner. • Plan and coordinate networking events and exhibitions for the Amref Medical Centre - Workshops, conferences, and meetings with stakeholders. • Develop database of all clients and opportunities and ensure that business development documents used by the organization are well organized and easily auditable

EDUCATION AND KNOWLEDGE

- Bachelor's Degree in Marketing or related field.
- Excellent knowledge of MS office.

EXPERIENCE

- Minimum two (2) years' experience working within a marketing department, this can be within sectors outside health e.g. FMCG, and or retail, agency experience preferred.
- Thorough understanding of social media and web analytics.

SKILLS AND COMPETENCIES

- Excellent organizational and multi-tasking skills,
- Outstanding communication and interpersonal skills,
- Customer oriented.
- Ability to manage multiple tasks simultaneously.

HOW TO APPLY

Interested? Please visit our website <https://amref.org/> to make your application. You will be directed to our online portal where you will need to create an account in order for you to be able to submit your application. Your application should include a cover letter detailing why you are the best fit for this position and your CV with relevant skills and experience. **Closing date will be October 27, 2021.** Only shortlisted candidates will be contacted.

Duly note that Amref Health Africa does not require applicants to pay any money at whatever stage of the recruitment and selection process and have not retained any agent in connection with recruitment.

Amref Health Africa is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. Amref Health Africa is an equal opportunity employer and has a non-smoking environment policy.