



<https://harleysltd.com/job/marketing-and-communications-coordinator/>

Marketing and Communications Coordinator

Description

Are you a creative and detail-oriented marketing professional with a passion for digital marketing, brand communication, and corporate storytelling? Do you thrive in fast-paced environments and have a keen eye for optimizing campaigns for maximum impact? If so, we want you on our team!

As a Marketing & Communications Coordinator, you will play a key role in coordinating and supporting the execution of various marketing activities, including digital marketing strategies, brand awareness initiatives, and corporate communications. This role requires a hands-on approach, with a significant amount of time spent in the field to oversee and facilitate marketing events. Reporting to the Marketing & Communications Executive, you will work closely with cross-functional teams to enhance the company's presence across East Africa.

Why Join Us

- **Impactful Work:** Join a vibrant work environment which promotes innovation, collaboration, and professional growth.
- **Transparent Leadership:** Experience a leadership team that is accessible, transparent, and values employee feedback.
- **Growth Opportunities:** Elevate your career with unparalleled opportunities for professional growth, directly contributing to the evolution of the company.

Qualifications

- A bachelor's degree in Digital Marketing, Marketing, Business Management, or a related field.
- A minimum of 3 year's experience in digital marketing and brand communication within a corporate setting.
- Strong skills in SEO, SEM, social media marketing, and content creation.
- Excellent analytical and problem-solving skills with a data-driven mindset.
- Ability to multitask and meet tight deadlines in a fast-paced environment.
- Excellent writing, communication, and presentation skills.
- Strong knowledge of MS Office tools and marketing software.
- Experience in healthcare operations is a plus!

Responsibilities

- **Communication:** Coordinate the digital communication strategy with category teams to maintain and grow brand presence. Develop and manage corporate social media pages & website content to ensure consistency and engagement. Implement and track digital marketing campaigns across SEO, SEM, email, social media, and display advertising. Assist in drafting internal & external corporate communications, marketing materials and Manage content publishing schedules ensuring deadlines are met.
- **Marketing:** Support media relations efforts, increasing press coverage and visibility for company initiatives. Assist in marketing surveys, satisfaction

Hiring organization

Harley's Limited

Employment Type

Full-time

Job Location

63 Westlands Road, Nairobi,
Westlands, Kenya

Date posted

March 4, 2025

surveys, and performance tracking.

- **Service Excellence:** Organize and provide coverage for company events, including photoshoots, newsletters, and video production. Collaborate with internal teams to enhance customer engagement strategies. Plan and execute CSR and sponsorship activities to enhance corporate goodwill.
- Employ data analytics tools to track campaign performance and optimize strategies.

Contacts

Candidates are invited to send their application, bearing the reference 'Ref: HAR/HR/AD/030', along with a detailed CV and copies of reference letters, to the Human Capital Department via e-mail: careers@harleysltd.com.

Closing Date: 14th March 2025.

Only the best candidates will be shortlisted and contacted for an interview.

The Company reserves the right not to make any appointment following this advertisement.