



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

Marketing and Communications Executive

Description

Are you a creative, strategic, and results-driven marketing professional? Do you thrive in fast-paced environments and have a passion for brand communication, digital strategy, and corporate marketing? If so, we want YOU to join our team!

Reporting to the Manager, Marketing and Communications Healthcare Operations Cluster, Mauritius, with a dotted functional reporting the General Manager, East Africa the incumbent will lead the marketing and communications function and play a vital role in shaping our brand presence, driving corporate communications, and supporting strategic marketing initiatives across East Africa. You will work closely with cross-functional teams to enhance visibility, strengthen customer engagement, and ensure effective internal and external communication.

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 Marketing, Business Management, or a related field.
- A minimum of 8 year's experience in marketing, of which 3 years must have been at a leadership level directly supervising / managing a marketing and comms team.
- Proven experience in marketing functions, with strong analytical and reporting skills.
- Ability to handle multiple projects simultaneously and meet tight deadlines.
- Strong knowledge of digital marketing, corporate branding, and PR.
- Experience in healthcare operations is a plus!

Responsibilities

- **Governance and Strategy:** Lead the strategic cycle reviews across East Africa (EA) businesses, coordinate the annual strategic seminars for EA, and develop and implement digital communication strategies to boost brand visibility.
- **Communication:** Manage corporate social media platforms, website content, and newsletters. Prepare board packs, business dashboards, and management reports. Assist in crisis communication planning and execution. Execute the digital communication strategy with category teams to enhance and maintain the organization's brand presence.

Hiring organization

Harley's Limited

Employment Type

Full-time

Job Location

63 Westlands Road, Nairobi, Westlands, Kenya

Industry

Healthcare

Working Hours

8 a.m. to 5 p.m.

Date posted

March 4, 2025

- **Marketing:** Drive media relations and PR initiatives to maximize brand coverage. Coordinate strategic business reviews, marketing surveys, and internal & external events. Ensure branding consistency and content quality for all marketing materials.
- **Service Excellence:** Lead company video productions, photoshoots, and event coverage. Collaborate with internal teams to enhance customer engagement strategies.
- **People Management:** Inspire and mentor team members while supporting training needs across departments.

Contacts

Candidates are invited to send their application, bearing the reference 'Ref: HAR/HR/AD/029', 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.