

# Marketing & Sales Associate Job Description

**About Us:** Framework Designs is a Nairobi steelworks company that specializes in modular furniture. You can learn more about our products [here](#). We have a workshop in Dagoretti Corner and most of our sales take place through Instagram. Our customers come to us for our customizable designs, exceptional quality standards, and competitive pricing. We prioritize delivering an engaging and highly attentive customer experience that encourages long-term interest in our brand.

**About the Role:** We're looking for a Marketing and Sales Associate who will help more customers discover and buy our products. In this role, you'll generate social media content, manage customer inquiries, and handle order fulfillment. We have established effective sales channels that you will be in charge of managing and expanding. This is a full-time role, and we are looking for an employee who is enthusiastic about our work and committed to growing with us.

## Responsibilities

### ***Content Creation (50% of time)***

- Content generation
  - Make a minimum of 4 social media posts weekly that creatively showcase our products
  - Independently take clear, elegant photos and videos of our products
  - Write captions for posts and contribute to the tone of our social media presence
  - Collaborate with a professional photographer occasionally for specialty content
  - Revise each post until it is approved by manager for submission
  - Post approved content on social media according to an agreed-upon schedule
- Content strategy
  - Collaborate with manager on monthly content schedule
  - Contribute to creative direction about how to best represent Framework products
  - Research related Instagram accounts, save posts we can use as inspiration, and save additional ideas to Pinterest reference boards
  - Seek out collaboration opportunities with other businesses

### ***Sales & Customer Service (40% of time)***

- New customer engagement
  - Respond to WhatsApp and Instagram inquiries within 1-2 hours during an agreed-upon availability period, which will include weekends.

- Answer all questions clients have about our products and offerings, drawing from a reference document of standard answers
- Document customer exchanges using Meta Business Suite and Airtable, in accordance with company procedures
- Maintain a thoughtful, patient and professional tone in all chats
- Follow up with stalled leads based on our Airtable tracking system
- Lead development and conversion
  - Generate shelf configuration proposals for clients using our online shelf design tool, and refine proposals based on client feedback.
  - Generate invoices in Zoho Books and check for payment confirmations with manager
- Customer satisfaction and follow ups
  - Respond to any customer concerns or questions about their orders
  - Follow up with all completed orders to confirm customer satisfaction
  - Send targeted marketing materials to past customers
- Contribute to sales systems
  - Follow protocol of when to escalate complex or unclear requests to manager
  - Contribute to the reference document of standard responses to common customer questions

### ***Order Fulfillment (10% of time)***

- Check in with production team to ensure they will have orders ready as scheduled
- Schedule deliveries with driver after confirming with production team and client
- Respond to messages and calls related to delivery issues immediately (scheduling conflicts, last-minute changes, returns, etc.)

### **Profile**

- Young professional with 2-5 years of work experience
- Bachelors degree in design, marketing, architecture or a related field. Equivalent experience can substitute a degree.
- Strong aesthetic sense with the ability to generate compelling visual content
- Ability to communicate professionally with clients by message and on the phone
- Comfortable with complex apps, including Airtable, Zoho Books, Meta Business Suite, and the Framework design interface
- An Instagram native who is at ease with trends and tools on the platform
- Sales mindset with patience for customer service
- Must have a phone with a good quality camera and a personal computer

## Probation Period & Evaluation Criteria

The position will start with a three month probation period in which the candidate will be evaluated against the following criteria:

- level of interest and commitment to the work
- timeliness and responsiveness
- demonstrated ability to learn new tools quickly
- shows creative thinking around content strategy and business needs
- ability to make ready-to-post content with only minor revisions
- professional communication with clients and team members

A successful candidate who continues on in the role will be evaluated against the following:

- Sustained performance across all previous criteria
- growth in number of leads generated
- growth in number of leads converted
- high average order value
- high customer satisfaction
- Contribution to product development and marketing strategy
- Support in building company systems and growing the team

## Role Details

- Monthly Salary: Ksh 50,000 gross
- Annual leave: 21 working days per year accumulated at 1.75 days per month worked
- Sick leave: 7 days full pay, plus 7 additional days at half pay within 12 months
- Location: This role is to be conducted remotely, but requires visits to our Dagoretti Corner workshop 2-4 times per week.

## How to Apply

- Complete your application via [this Google Form](#) by September 20th. Applications will be considered on a rolling basis.
- In case of questions, contact [info@framework.co.ke](mailto:info@framework.co.ke) with the subject line 'Application Question'. Please do not contact us via WhatsApp.
- We intend to hire in the month of September. We will try to respond to all applicants, but if you do not hear from us you can assume that you were not selected for the position.