

### JD 009 MANAGER – MARKETING

<b>Job Title:</b>	<b>Marketing Manager</b>
<b>Grade:</b>	KS 4
<b>Ministry /Corporation:</b>	Kenya Bureau of Standards
<b>Directorate/Division</b>	Human Resource and Administration
<b>Department:</b>	Marketing and Customer Care
<b>Section / Unit:</b>	Marketing
<b>Location / Workstation:</b>	KEBS Head office - Popo Road, Off Mombasa Road
<b>Reporting Relationships</b>	
<b>Reports to:</b>	Head of Department – Marketing and Communications
<b>Direct reports:</b>	a) Assistant Manager, Marketing
<b>Indirect Reports:</b>	a) Principal Officer b) Senior Marketing Officer c) Marketing Officer
<b>Job Purpose</b>	
The holder of this job is responsible for development and implementation of marketing strategies and policies that ensures achievement of the organization's set mission and vision.	
<b>Key Responsibilities / Duties / Tasks</b>	
<b>I. Managerial / Supervisory Responsibilities</b>	
<ul style="list-style-type: none"> <li>a) Participate in development of the Department's Work plan and budget;</li> <li>b) Prepare monthly, quarterly and annual sectional reports</li> <li>c) Participate in the implementation of the performance management and Quality Management Systems within the section</li> <li>d) Participate in departmental meetings and committee meetings as appropriate</li> <li>e) Develops and manages the implementation of marketing strategies and policies for the organization.</li> <li>f) Coordinates and facilitates KEBS participation in shows and exhibitions in order to market KEBS services.</li> <li>g) Trains, coaches and mentors' staff in marketing section.</li> <li>h) Manages performance of staff in the section by developing the objectives, Balanced Score card and work plans of the marketing section for direction and supervision.</li> <li>i) Develops and maintains a working relationship with externally contracted agencies.</li> <li>j) Develops strategies that address marketing gaps identified through marketing surveys.</li> </ul>	
<b>II. Operational Responsibilities / Tasks</b>	
<ul style="list-style-type: none"> <li>a) Undertake continuous analysis of competitive environment and consumer trends</li> <li>b) Prepares, implements, controls and reviews the marketing budget</li> <li>c) Identifies, coordinates and manages the production of promotional items and activities for the organization as per the corporate manual.</li> <li>d) Assists in assessing training needs in marketing for recommendation to Human Resources Manager</li> <li>e) Coordinates activities in the marketing survey for the organization</li> <li>f) Identifies opportunities for improvement of performance and efficiencies in existing marketing systems</li> <li>g) Coordinates the review of KEBS website</li> <li>h) Coordinates the implementation Risk Management Systems within the section</li> <li>i) Undertake any other duties of similar level and responsibility as may be directed from time to time.</li> </ul>	
<b>Job Dimensions:</b>	

<b>I. Financial Responsibility:</b>	
a) Development of departmental budgets b) Monitor departmental budgets	
<b>II. Responsibility for Physical Assets</b>	
a) Responsible for physical assets assigned by the Institution b) Provide oversight for all physical assets in the section	
<b>III. Decision Making:</b>	
a) Makes strategic, operational and financial decisions for decisions for the section b) Plans the work of subordinates c) Assigns work to subordinates d) Monitors subordinates work performance e) Appraises/evaluates subordinates' performance	
<b>IV. Working Conditions:</b>	
Works predominantly within the office.	
<b>Job Competencies (Knowledge, Experience and Attributes / Skills).</b>	
<b>Academic Qualifications</b>	
a) Bachelor's degree in Communication, Public Relations, Business Administration, Marketing or social sciences with a post graduate diploma in the relevant field. b) Relevant Master's degree.	
<b>Professional Qualifications / Membership to professional bodies</b>	
a) Member of Marketing Society of Kenya (MSK)/ Chartered Institute of Marketing (CIM)/ Public Relations Society of Kenya (PRSK) b) Management Course lasting not less than four (4) weeks from a recognized institution; c) Relevant Management System Auditor/Assessor; d) Demonstrated competence in work performance; and e) Fulfilled the requirements of Chapter Six of the Constitution.	
<b>Previous relevant work experience required.</b>	
At least 8 years' relevant work experience out of which 3 years' experience must have been in a supervisory position.	
<b>Need to know:</b>	<b>Attributes:</b>
a) Knowledge of succession management b) Knowledge of corporate governance practices c) Knowledge of strategic management d) Knowledge of performance management models (balanced score card) e) Knowledge of project management f) Knowledge of Financial planning and budgeting tools g) Knowledge of Human Resources Management h) Knowledge of marketing trends	a) Problem solving skills b) Time management skills c) Communication skills d) Customer care skills e) Negotiation skills f) Interpersonal skills g) Team player h) Innovative i) Leadership skills