

DIGITAL MARKETING OFFICER:**(1 post)**

	JOB PROFILE
Job Title:	DIGITAL MARKETING OFFICER
Job Reference	TSCCS/D.M.O.4/10/2026
Department:	MARKETING
Reporting to:	DIGITAL MARKETING MANAGER
Location	HEAD OFFICE
	JOB PURPOSE
The digital marketing officer responsibility is to plan, implement, and manage online marketing strategies that build brand awareness, engage target audiences, and drive customer conversions across digital channels.	
	JOB DESCRIPTION
➤ Execute digital marketing tasks. ➤ Engage with online audiences and respond to comments and replies. ➤ Generate new, creative content ideas to market the SACCO's products and services. ➤ Work closely with the marketing team and other stakeholders and contribute to website design. ➤ Maintain consistent brand messaging across all social channels such as Face book, X, Tiktok, Google +, Instagram and You Tube. ➤ Identify, analyze, and measure content trends to assess how well it's performing and optimize user experience. ➤ Assist in creating and maintaining a library of short advertisement audio & visual clips for all our products and services. ➤ Grow membership subscriptions in the various SACCO digital channels. ➤ Research, track, and analyze customer's behaviors and trends and implement research into digital marketing campaigns. ➤ Collaborate with the marketing team to deliver fruitful marketing campaigns, develop new and innovative growth strategies and marketing techniques to achieve the overall marketing targets. ➤ Assist in developing and monitoring campaign budgets. ➤ Keep abreast on the latest social media trends, and implement them in line with the SACCO's marketing campaigns.	
	PREFERRED QUALIFICATIONS
➤ A bachelor's degree in Marketing, Business, Communications, or a related field and certification in digital marketing (Google Certified Professional) or Diploma in digital content creation. ➤ Good working knowledge of the latest Google Webmaster, Google Analytics, Google AdWords , and Facebook Ads ➤ Having a certificate in the field of digital marketing is an added advantage. ➤ Possess working knowledge of computerized office. ➤ KCSE minimum qualifications: (C Plain) with C (plain) in English and Mathematics	

- Minimum of Three (3)years' experience in digital media marketing or social media management or email marketing,

	PERSON SPECIFICATIONS
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- Age above 28 years of age.
- Must be a team player
- An analytical mindset & creative
- Demonstrate integrity and professional competence
- Excellent written & verbal communication.
- Attention to detail and ability to meet deadlines.
- Ability to engage social media audience.
- Proven track record of delivering qualified leads via owned and earned channels.
- A data-driven mindset with an ability to adjust in real time to drive performance and optimization goals.
- A keen learner who will collaborate on all deliverables with the team.

DISCLAIMER

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Candidates who will have applied will receive an email informing them whether they will proceed or not to the next recruitment level of being shortlisted /interviewed.