<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Marketing Manager</th>
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<tbody>
<tr>
<td><strong>Grade:</strong></td>
<td>KS 4</td>
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<tr>
<td><strong>Ministry /Corporation:</strong></td>
<td>Kenya Bureau of Standards</td>
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<tr>
<td><strong>Directorate/Division:</strong></td>
<td>Human Resource and Administration</td>
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<tr>
<td><strong>Department:</strong></td>
<td>Marketing and Customer Care</td>
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<td><strong>Section / Unit:</strong></td>
<td>Marketing</td>
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<tr>
<td><strong>Location / Workstation:</strong></td>
<td>KEBS Head office - Popo Road, Off Mombasa Road</td>
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**Reporting Relationships**

- **Reports to:** Head of Department – Marketing and Communications
- **Direct reports:**
  - a) Assistant Manager, Marketing
- **Indirect Reports:**
  - a) Principal Officer
  - b) Senior Marketing Officer
  - c) Marketing Officer

**Job Purpose**

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.

**Key Responsibilities / Duties / Tasks**

**I. Managerial / Supervisory Responsibilities**

- a) Participate in development of the Department's Work plan and budget;
- b) Prepare monthly, quarterly and annual sectional reports
- c) Participate in the implementation of the performance management and Quality Management Systems within the section
- d) Participate in departmental meetings and committee meetings as appropriate
- e) Develops and manages the implementation of marketing strategies and policies for the organization.
- f) Coordinates and facilitates KEBS participation in shows and exhibitions in order to market KEBS services.
- g) Trains, coaches and mentors’ staff in marketing section.
- 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.
- i) Develops and maintains a working relationship with externally contracted agencies.
- j) Develops strategies that address marketing gaps identified through marketing surveys.

**II. Operational Responsibilities / Tasks**

- a) Undertake continuous analysis of competitive environment and consumer trends
- b) Prepares, implements, controls and reviews the marketing budget
- c) Identifies, coordinates and manages the production of promotional items and activities for the organization as per the corporate manual.
- d) Assists in assessing training needs in marketing for recommendation to Human Resources Manager
- e) Coordinates activities in the marketing survey for the organization
- f) Identifies opportunities for improvement of performance and efficiencies in existing marketing systems
- g) Coordinates the review of KEBS website
- h) Coordinates the implementation Risk Management Systems within the section
- i) Undertake any other duties of similar level and responsibility as may be directed from time to time.

**Job Dimensions:**
I. **Financial Responsibility:**
   a) Development of departmental budgets
   b) Monitor departmental budgets

II. **Responsibility for Physical Assets**
   a) Responsible for physical assets assigned by the Institution
   b) Provide oversight for all physical assets in the section

III. **Decision Making:**
   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

IV. **Working Conditions:**
Works predominantly within the office.

**Job Competencies (Knowledge, Experience and Attributes / Skills).**

**Academic Qualifications**
   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.

**Professional Qualifications / Membership to professional bodies**
   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.

**Previous relevant work experience required.**
At least 8 years’ relevant work experience out of which 3 years’ experience must have been in a supervisory position.

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<tr>
<th>Need to know:</th>
<th>Attributes:</th>
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<tr>
<td>a) Knowledge of succession management</td>
<td>a) Problem solving skills</td>
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<td>b) Knowledge of corporate governance practices</td>
<td>b) Time management skills</td>
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<td>c) Knowledge of strategic management</td>
<td>c) Communication skills</td>
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<td>d) Knowledge of performance management models (balanced score card)</td>
<td>d) Customer care skills</td>
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<td>e) Knowledge of project management</td>
<td>e) Negotiation skills</td>
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<td>f) Knowledge of Financial planning and budgeting tools</td>
<td>f) Interpersonal skills</td>
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<td>g) Knowledge of Human Resources Management</td>
<td>g) Team player</td>
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<td>h) Knowledge of marketing trends</td>
<td>h) Innovative</td>
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<td>i)</td>
<td>i) Leadership skills</td>
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