



POSITION: SENIOR BRANDING AND COMMUNICATION OFFICER

<p>Role Purpose</p>	<p>The job holder manages marketing, branding, and communications activities to ensure Mayfair’s brand visibility. This involves evolving digital marketing initiatives, well-execute above-the-line and below-the-line campaigns, internal and external communications, and execution of strategic branding initiatives.</p>
<p>Marketing Activities</p>	<ul style="list-style-type: none"> ✓ Preparation of marketing, Branding, communications, and digital marketing strategies. ✓ Preparation and management of marketing budget in collaboration with business development team. ✓ Managing marketing agencies, printers, and suppliers of marketing merchandise. ✓ Assist in Purchasing and managing marketing merchandise. ✓ Design and preparation of marketing fliers, annual reports, calendars, and other branded documents. ✓ Organise events for our partners and those we are sponsoring.
<p>Branding Activities</p>	<ul style="list-style-type: none"> ✓ Managing and updating the Brand guideline. ✓ Responsible for content creation for all graphic, video, and web requirements. ✓ Manage external branding initiatives and follow up with suppliers. ✓ Collaborate with the regional office to standardize branding initiatives across the group.
<p>Communication Activities</p>	<ul style="list-style-type: none"> ✓ Managing media inquiries and coordinating all public relations activities. ✓ Manage external and internal communications. ✓ Crisis management in collaboration with senior management. ✓ Managing and handling online queries on all social media pages.

Minimum (4) years of experience in a similar environment. Graphic, Creative design and digital marketing skills will be an added advantage.

If you believe you are the person we are looking for, kindly send your updated CV to hr@mayfair.co.ke the subject should read “**Senior Branding and Communications Officer**”.

All applications must be submitted by **26th April 2023**.