



CAREER OPPORTUNITY

BRAND MANAGER /DEMAND CREATION SPECIALIST

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| PROJECT: | PRIVATE SECTOR ENGAGEMENT |
| REPORTS TO: | DCOP - PRIVATE SECTOR ENGAGEMENT PROJECT |
| SUPERVISION: | N/A |

COMPANY DESCRIPTION:

Population Services Kenya (PS Kenya) is the leading social & behavior change, social marketing & franchising organization in Kenya, with over 30 years' experience of measurably improving the health of Kenyans by supporting the Ministry of Health (MoH) in addressing public health priorities in HIV& TB, Malaria, Reproductive Health, Maternal Health, Child Health, Water and Sanitation, Nutrition and Non-Communicable Diseases.

PS Kenya uses private sector techniques to make health markets work for consumers and encourages healthy behaviour by putting into consideration human behavioural dynamics.

Over the years, PS Kenya has succeeded in promoting adoption and maintenance of healthy behaviours, and in increasing access to and demand for high-quality health products and services.

JOB DESCRIPTION

PURPOSE: The Brand Manager / Demand Creation Specialist will be responsible for developing brand strategies, drive growth, implement new and exciting products, develop go-to-market strategies, and maintain relationships with internal and external clients. He /she will provide technical assistance to increase demand for health products and services developed / identified under the USAID PSE program. He /she will also participate in stakeholder engagements and provide key insights and strategies for demand creation.

KEY RESPONSIBILITIES:

- Development and implementation of the creative and communication strategy and campaign for products and services developed / Identified for support under the PSE program.
- Lead in development of the marking and branding strategy and in the development of the program's promotional materials.
- Partner with key stakeholders including manufacturers to create new product lines and develop brand strategy.

- Leverage relevant consumer and customer trends and insights to build a demand creation plan and deliver against set objectives.
- Develop an effective movement “Buy Kenyan, Build Kenya”.
- Lead detailed analysis to identify relevant consumer and customer trends and insights; seeks-out innovative ways to continuously build the brand to obtain or maintain category leadership and share with GOK, key private stakeholders including the manufacturers, distributors and private health facilities.
- Build relationships with clients ensuring alignments with brand goals and objectives
- Identify optimal consumer target and brand positioning, considering and affecting the overall category.
- Outline and evaluate proposed product attributes and effectively communicate consumer product needs to all parties involved in the product development process including manufacturers.
- Prospect leads and secures new business to build sales and increase volume of sales done through the private sector.
- Organize key promotional forums with key health bodies / networks to market the products.
- Manage the allocated budget effectively.
- Submit timely, accurate and quality reports.

PERSON SPECIFICATIONS

Academic Qualifications

- Bachelor’s degree in Bachelor of Commerce or any other relevant degree

Professional Experience/other Requirements

- Over 7 years of sales, marketing, communications, new product development, or sales experience reflecting increasing levels of responsibility.
- Must have experience driving brand initiatives

Skills and Competencies

- Superb interpersonal, written, and verbal communication skills
- Planning, and organization skills
- Understand donor and development perspective
- Build strong work relationships
- Able to work under pressure and achieve results

HOW TO APPLY

If you feel you are the right candidate, please send your CV and application letter to recruitment@pskenya.org by **5th October 2023**.

Remember to state the position being applied for as the subject.