

VACANCY
PUBLIC RELATIONS, MARKETING AND COMMUNICATIONS OFFICER

The Kenya Association of Music Producers (KAMP) is seeking to recruit a Public Relations, Marketing and Communications Officer to be based at its Head Office in Nairobi.

Role:

Reporting to the Head of Human Resources & Executive Office, the Public Relations (PR), Marketing & Communications Officer will be charged with managing the Marketing activities, PR and Communication of the organization to raise company's Brand profile.

Duties and Responsibilities:

- Develop and execute strategies & marketing plans that are intended to create and uphold a positive public image by working, forming and managing relationships with various members of the media/ media outlets, government, and general public.
- Develop & Coordinate content for media releases, opinion pieces and other internal communications in line with building the organization's brand equity.
- Engage with external stakeholders and the media across all communications channels to advocate for the organisation's brand.
- Handle communication and visibility Initiatives through mainstream media and other channels including Social Media Platforms etc.
- Develop online content strategy and manage content workflow thereby ensuring that the organisation's websites and social media platforms are updated regularly with the relevant information.
- Managing, Organizing and overseeing company's events; representing the company in various forums, meetings, exhibitions, publicity activities, CSR and other functions.
- Organize membership seminars and sensitization workshops in accordance with the overall goals and objectives set in place to ensure retention & satisfaction of current members and acquisition of new members.
- Develop marketing & communication materials and campaign assets for public relations, membership recruitment drives and the organisation's advertisements.
- Assisting in formulating and managing the PR, communications and marketing budget and ensuring the adherence to cost effective practices.
- Take charge of customer service, handle complaints and bring them to the attention of the relevant departmental heads.

Key Qualifications, Experience & Requirements:

- Bachelor's Degree in Marketing, Communications or Public Relations.
- Minimum of 3 years' experience in Marketing and/or PR with exposure working in mainstream media directly or indirectly.
- Related Professional certification i.e Chartered institute of marketing & Knowledge of intellectual property law, the Copyright Act of 2001 will be an added advantage.
- Experience in graphics design will be desirable.
- Abilities in social Media Marketing, Website design, content creation and management skills, especially in WordPress.
- An outgoing personality.

How to Apply:

If you meet the above requirements, kindly send your Curriculum Vitae and application letter, quoting your expected salary, via email to hr@kamp.or.ke and recruitment@kamp.or.ke. The subject should strictly read **PUBLIC RELATIONS MARKETING & COMMUNICATIONS OFFICER**. Applications should be received on or before close of business **Tuesday, 20th June 2023**. Please note that only shortlisted candidates will be contacted.