

## **CAREER OPPORTUNITY: MARKETING**

### **About Qona Sacco**

Qona Sacco is a dynamic and member-focused financial cooperative committed to delivering innovative financial solutions that empower our members to achieve their financial goals. We are seeking a highly motivated, results-oriented, and passionate individual to join our Business Development team as a **Marketing Officer**.

### **Position Summary**

The Marketing Officer will play a pivotal role in driving business growth through member acquisition, retention, and relationship management while promoting the Sacco's products and services. The role involves implementing sales strategies, executing marketing initiatives, and delivering exceptional member experiences aligned with Qona Sacco's strategic objectives.

### **Key Responsibilities**

#### **Member Acquisition and Relationship Management**

- Recruit new members and grow the Sacco's membership base.
- Maintain and strengthen relationships with existing members to enhance retention and loyalty.
- Conduct regular member visits to assess satisfaction and identify cross-selling and up-selling opportunities.
- Respond promptly and professionally to member inquiries and concerns.
- Support seamless onboarding of new members and maintain accurate customer records.

#### **Marketing and Business Development**

- Support the development and execution of the annual marketing plan.
- Promote the full range of Sacco products and services to drive business growth.
- Generate and nurture new business leads to achieve departmental revenue targets.
- Drive loan uptake and refinancing opportunities in line with the Sacco's strategic plan and loan policy.
- Organize and participate in member education forums, exhibitions, activations, and other marketing events.
- Develop engaging marketing content, including images and videos, while ensuring member consent requirements are met.
- Support brand visibility initiatives through advertising, public relations, and promotional campaigns.

### **Sales Monitoring and Reporting**

- Monitor market trends and competitor activities to identify opportunities and inform strategy.
- Prepare accurate daily, weekly, and monthly reports on sales activities, targets, achievements, and member recruitment.
- Conduct return-on-investment (ROI) analysis for marketing campaigns and recommend improvements.
- Maintain up-to-date records of all sales and marketing activities.

### **Project Coordination**

- Participate in planning and coordinating marketing projects and initiatives.
- Liaise with internal teams, vendors, legal counsel, and finance to ensure project compliance and successful execution.
- Maintain proper documentation for all marketing-led projects and activities.

### **Qualifications and Experience**

#### **Academic Qualifications**

- Bachelor's degree in Marketing, Sales, Business Administration, or a related field.
- Professional certification such as the Chartered Institute of Marketing (CIM) qualification will be an added advantage.

#### **Experience**

- Minimum of four (4) years' experience in sales, marketing, or customer relationship management, preferably within a financial institution or Sacco environment.

### **Key Competencies**

#### **Knowledge and Skills**

- Strong understanding of modern marketing and sales techniques.
- Knowledge of Sacco operations and the regulatory environment.
- Proficiency in customer relationship management (CRM) systems.
- Strong analytical, planning, presentation, and negotiation skills.
- Excellent interpersonal and communication skills.
- Proficiency in Microsoft Office applications and sales/CRM software.
- Ability to conduct market research and analyze data effectively.

#### **Personal Attributes**

- Results-oriented and target-driven.
- Self-motivated with the ability to work under minimal supervision.
- High level of integrity and professionalism.
- Creative thinker with a growth mindset.
- Strong team player with excellent collaboration skills.

## **Physical Requirements**

- Ability to communicate fluently in English and Kiswahili.
- Good physical fitness and willingness to undertake field activities and client visits.

## **Key Performance Indicators**

Success in this role will be measured through:

- Number of new members recruited and retained.
- Achievement of sales targets, including loans, accounts, and deposits.
- Member satisfaction and engagement levels.
- Successful execution of marketing campaigns and events.
- Accuracy and timeliness of reports and documentation.

## **How to Apply:**

Candidates who meet the minimum requirements to fill attached link

**<https://forms.office.com/r/Tum7nuHsgZ>** and send your application with a detailed curriculum vitae including three referees to [careers@qonasacco.com](mailto:careers@qonasacco.com) by **29<sup>th</sup> June 2026**.

***Due to the numerous numbers of applications received, only short-listed candidates will be contacted.***