

JOB ADVERT FOR MARKETING ASSISTANT

QONA SACCO is a member-focused financial cooperative committed to empowering its members through accessible, innovative, and sustainable financial solutions. In line with our growth strategy, we seek to recruit a results-driven and proactive **Marketing Assistant** to support member recruitment, product sales, and brand visibility.

Key Duties and Responsibilities

- Recruit and retain new individual and corporate members, ensuring they remain active.
- Cross-sell Sacco products to meet set sales targets.
- Drive loan penetration and ensure achievement of set objectives.
- Identify prospective leads, schedule meetings, follow up on presentations, and close sales deals.
- Build and maintain relationships with referral sources, both internally and externally.
- Provide regular feedback to management on market acceptance and recommend improvements.
- Enhance the visibility and brand image of QONA SACCO.

Minimum Qualifications and Experience

- **Education:** Diploma in Sales & Marketing, Co-operative Management, or a business-related field.
- **Experience:** Minimum of 2 years in a marketing role, preferably in a cooperative or financial institution.
- **Added Advantage:** Customer care training and experience in the cooperative movement.

Key Skills and Competencies

- Passionate about customer advocacy and engagement.
- Strong understanding of changing market dynamics.
- High level of professionalism and integrity.
- Excellent communication, interpersonal, and negotiation skills.

How to Apply:

Candidates who meet the minimum requirements to fill attached link <https://forms.office.com/r/7m7wdmgq6Q> and send your application with a detailed curriculum vitae including three referees to careers@qonasacco.co.ke by **27th January 2026**.

Due to the numerous numbers of applications received, only shortlisted candidates will be contacted.