



ISLAMIC RELIEF KENYA

Kirichwa Road, Next to Kirichwa Heights Apartment
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Tel: 0727531220
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Position	Marketing Officer
Job Type	Full time
Reporting To:	Field Coordinator
Qualification/ Experience	At least a bachelor's degree in Marketing, Business, or a Related Field And minimum 3 years marketing, business or any other relevant field. Previous working with a recognized NGO will be an added advantage.
Location	Wajir 100% with frequent Field visit to project sites.
Supervises	None
Job Field	Programs

Background

Established in 1984 in the UK, Islamic Relief is an international NGO seeking to promote sustainable economic and social development by working with local communities through relief and development activities.

IR started operations in Kenya in 1993 on orphan's sponsorship programme through a local CBO in Mandera District, Northern Kenya. It opened fully-fledged office in March in 2006 at the height of drought in the Horn of Africa. Since then, IR has been providing humanitarian and development assistance to vulnerable communities. Over these years it has implemented various development and relief activities in Mandera. This has remarkably changed the lives of the vulnerable and disadvantaged communities. In January 2010, IRK extended its operation to Wajir County, neighbouring Mandera, in January 2012 expanded to Garissa and Dadaab, and in October 2017 opened a programme office in Kilifi County. In 2018, Marsabit office was established and in 2020, Islamic Relief extended its humanitarian operations to Tana River County.

IR works with the needy and vulnerable regardless of race, religion or gender and currently implement our work within the following themes: Women & youth empowerment, Inclusive education, emergency programmes, Livelihood/resilience projects, Protection as well as Peace building.

IRK is currently focusing on three major themes: Sustainable Community Empowerment, Food security and livelihoods, Disaster Risk reduction (DRR); and Inclusive and protection

Islamic Relief Kenya in pursuit to support and strengthen its operations, seeks to employ motivated, hardworking, and pro-active individuals to fill in the following position.

OVERALL ACCOUNTABILITY:

The Marketing officer is responsible for implementation of programme activities especially in the component related to market system component of the program. The Marketing Officer will support the leadership with mapping market system structures, actors and their linkages in order to provide insight into the incentives, constraints and opportunities that restrict or enable market systems to serve vulnerable households and individuals in particular the women and youth.

DUTIES AND RESPONSIBILITIES

1. Programme strategy and Planning (10%)

- Carry out assessment in the target geographical areas to assess the current situation economic opportunities and resources, needs and potential intervention as well as obstacles that could be mitigated to promote productive employment, improved livelihood and resilience for rural women.
- Explore, evaluate and present market opportunities and recommend program priorities that promote resilience and livelihood for the rural women.
- Participate in sector project concept and proposal development based on the identified needs.

2. Programme Implementation & Management (70%)

- Research and analyses market trends, competitor offerings, demographics, and other information that affects marketing strategies
- Use research findings and analysis to provide direction to IR-K and the BRICK Project team regarding upcoming marketing projects, new products or services, and overall strategy
- Identify areas for improvement in product offerings, sales tactics, marketing strategy, and promotional activities
- Design or approve all marketing campaigns and plans before they are implemented
- Maintain the department's budget and ensures all marketing activities are cost-effective
- Work with other IRK staff to establish budgets and marketing objectives
- Monitor marketing and sales performance of the target beneficiaries and adjusts strategies as needed.
- Take part in the design, planning, implementation, monitoring and evaluation of the BRICK project.
- Link and coordinate with other relevant programs to harmonize project implementation i.e., WASH, livelihood, Livestock production and DRR programs within BRICK.
- Facilitate and coordinate for organizing the trainings related to the topics on marketing and production at community level.
- Ensure that staffs have marketing capacity to implement their project/program to ensure the overall success of the project goals.
- Support the farmers groups, beekeepers' groups, IGA groups, water user associations and the livestock production beneficiaries at the local level in developing and implementing systems for marketing and project evaluation.
- Liaise with Ministry of trade and industrialization and the department of trade at the Sub County level during project mobilization, implementation and reporting.

- Capacity building of the various beneficiary groups and facilitate their participation in the technical working groups in the sub-county and county.
- Support groups initiate micro business ventures in target areas and promote savings and credit schemes among the women groups and business training.
- Link women groups to financial institutions to access credit facilities for business initiation and expansion of businesses.
- Take lead in the preparation of quality proposals and concept notes to meet the donor requirements.
- Identify opportunities for the Islamic Relief Kenya programs to develop its portfolio and funding base.
- To ensure all the marketing components of the project are implemented in a consultative, participatory, conflict sensitive and gender sensitive way (Quality assurance).
- Periodically undertake other assignments from the management.

3. Monitoring, Documentation, Communications and reporting (10%)

- Ensure that at all time the project target achievement is in line with the planned log frame milestones and the budget burn rate are up to date with the planned cash flow.
- Work with the communication staff to design appropriate mobilization and sensitization messages for the target population in line with project objectives
- Document community and stakeholders' feedback and share with relevant stakeholders for appropriate action.
- Ensure timely submission of timely project reports as per IR and Donor requirements.
- Conduct timely documentation of project progress through case studies, stories, photos, videos, among others.
- Regular monitoring and evaluation of project implementation at local level.
- Prepare and submit timely monthly, quarterly, annually narrative and financial reports.
- Preparation of technical reports for donors.
- Ensure project right holders are conversant with IRK microfinance policies and procedures
- Compliance with the requirements of the IRK's micro finance policies.

4. Coordination and Networking (10%)

- Engage the right holders and duty bearers in advocacy and linkage forums to ensure better service delivery by duty bearers and access to relevant services and opportunities by the right holders.
- Coordinate with other partners working in the area in support of programme,
- Take lead in advocacy and networking efforts on issues of importance to development in the area.
- Coordinate with other county offices on thematic issues of strategic interest in the area.
- Support and facilitate linkages between the BRICK Programme and other IRK programmes, and with programme teams in other field offices.
- Introduce the program to the relevant stakeholders including local building owners, financial services providers, local government offices concerned with economic growth and services and actors to foster positive cooperation and forge links for the women between market actor's producers and end user.
- Represent IRK at relevant functions as may be requested by the line Manager.

REQUIRED QUALIFICATION AND EXPERIENCE

- At least a bachelor's degree in Marketing, Business, or a Related Field
- At least 3 years marketing, business or any other relevant field. Previous working with a recognized NGO will be an added advantage.
- Extensive Marketing Experience, Understanding of Business Practices

- Budgeting
- Demonstrated ability in community mobilization and community-level dialogue
- Financial Knowledge
- In-Depth Research and Analysis
- IT literate with good understanding in MS Office applications, Word, Excel, Power Point, Spread sheets and other Statistical software Interpersonal Communication
- Client Relationships
- Writing, Public Speaking
- Creativity, Innovation
- Adaptability and Leadership
- Managerial Skills
- Multi-Tasking,
- Experience in using participatory methodologies in programme implementation
- Commitment to and understanding of Islamic Relief strategy, vision, mission, values and principles, Enthusiastic with a positive attitude.

HOW TO APPLY

- Please send us your cover letter and detailed CV, including your qualifications, experience, names and addresses of three referees, a working e-mail address and daytime telephone contacts. The forwarding e-mail and cover letter must clearly indicate the position title on the subject line. Send your application to Recruitment.irk@islamic-relief.or.ke by Sunday 19th June, 2022.

Note: Please note that, this recruitment shortlisting will be done on a rolling basis.