



CAREER OPPORTUNITIES

Kenya Tourism Board (KTB) is a State Corporation established under the Tourism Act whose mandate is to market Kenya as a tourist destination locally, regionally and internationally. KTB's marketing strategy includes inspiring the world through a powerful brand Kenya by digital marketing programs that takes advantage of the latest technology and research based strategies. The positions listed below are key in order to deliver on this strategy and for Kenya to compete effectively with other destinations.

KTB therefore seeks to recruit competent marketing individuals to fill the following positions:

No.	Position	Duration	Job Grade	Positions
1.	Marketing Manager	Renewable Five (5) years contract	3	2
2.	Manager Human Resource and Administration	Renewable Five (5) years contract	3	1
3.	Assistant Marketing Manager	P&P	4	2
4.	Assistant Research Manager (Re-advertisement)	Renewable Two (2) years contract	4	1
5.	Marketing Officer	P&P	6/5	1
6.	Office Assistant	P&P	9	1

1. MARKETING MANAGER – KTB GRADE 3 (Renewable Five Years Contract)

A Marketing Manager may be deployed to manage Regional Markets, Exhibitions & Events, CRM and Partnerships or Online Marketing.

KEY RESPONSIBILITIES:

- (i) Develop policies, strategies and procedures for marketing activities
- (ii) Oversee preparation and implementation of marketing strategies
- (iii) Manage the marketing budgets for the division
- (iv) Define and implement the action plans for their division and achieve the objectives set.
- (v) Collaborate with Business Development Manager in the preparation of plans and monitor the implementation of actions
- (vi) Identify opportunities for cross-market sales
- (vii) Develop information/facts of Kenya's positioning in regions
- (viii) Manage, supervise and monitor supplier's performance in the market in order to achieve objectives
- (ix) Identify the marketing communications channels appropriate for the marketing regions
- (x) Identify process improvements that reduce cost, improve quality and allow for the more efficient usage of organizational resources in the region.
- (xi) Mentor, coach and provide leadership to the officers in the region.
- (xii) Originate and implement exhibitions concepts and design
- (xiii) Ensure that exhibitions are used effectively to improve productivity and increase results
- (xiv) Monitor & evaluate exhibitions effectiveness as a marketing tool

- (xv) Develop and implement KTBs online marketing and advertising strategy in line with the organizations overall strategy.
- (xvi) Manage editorial content on various online assets managed by KTB.
- (xvii) Deliver reporting and insights that measure KTBs performance online.
- (xviii) Inform acquisition KPIs, including CPA, CTR, Conversions and ROI for online marketing campaigns.
- (xix) Review new digital communication technologies and keep KTB at the forefront of developments in online marketing.
- (xx) Responsibility for planning and budgetary control of the Online Marketing Budget.
- (xxi) Prospect new opportunities and partnerships with the goal of generating revenue for KTB.
- (xxii) Lead the development, execution and optimization of KTBs online marketing efforts, including Paid Search, Search Engine Optimization (SEO), Social Media, Display Advertising, Email Marketing and Mobile Marketing.
- (xxiii) Manage the creative direction and design of compelling and effective online marketing tools including and not limited to KTBs websites and applications, Campaign ads and campaign landing pages.
- (xxiv) Design KTB's 360° Communication Plan (PR, online / offline advertising, SEO / SEM, website, apps and social networks)
- (xxv) Elaborate the definitive briefings, manage the contracting of media agencies and the international PR agency and follow up on implemented actions
- (xxvi) Coordinate with the Business Development Department to generate content for the different audiences (consumers, influencers, stakeholder, sector, etc.), and platforms (web, catalogue, guide, publications, etc.)
- (xxvii) Monitor, analyze and report Communication and PR results on a quarterly basis
- (xxviii) Design KTB's events Plan based on the requirements Business Development Department of Product and the regions
- (xxix) Lead the planning of events, from start to finish, according to requirements, target audience and objectives
- (xxx) Provide logistics services to the rest of KTB in the organisation of events (fairs, fam-trips, press-trips, workshops, etc.)
- (xxxi) Monitor, analyze and report events results on a quarterly basis
- (xxxii) Coordinate promotional activities for events
- (xxxiii) Attain the target volumes and reach the quality of contacts in the CRM and a good degree of customer retention and loyalty
- (xxxiv) Implement CRM strategy and tactics
- (xxxv) Plan and manage the customer needs and the ways of capturing customer data
- (xxxvi) Design the CRM campaign plan, in collaboration with the Marketing team
- (xxxvii) Oversee direct communications with customers through the CRM
- (xxxviii) Monitor and maximize customer lifetime value strategies ensuring maximum profitability
- (xxxix) Ensuring the database is segmented effectively for targeted marketing activities
- (xl) Sell the portfolio of the Services provided by KTB to the sector using the different available channels
- (xli) Track the satisfaction of the sector
- (xlii) Attract and negotiate collaboration agreements with private companies to support the value return, communication and marketing of tourism products, in line with the marketing strategy
- (xlili) Monitor the implementation of marketing agreements
- (xliv) Plan business intelligence requirements for the industry
- (xlv) Manage, exploit and sell market knowledge, data and internal and external information to the industry
- (xlvi) Identify and evaluate potential services to increase the competitiveness of the sector

- (xlvii) Coordinate with KTB CEO and Director of Marketing on training, promotion and support to DMCs, product and market information, marketing advice, event organisation, etc

Key Qualifications and Experience

The ideal candidate **must** possess the following:

- (i) Nine (9) years' experience in a relevant field
- (ii) Bachelor's Degree in Marketing or its equivalent qualification from a recognized institution
OR
Bachelor's Degree in any field from a recognized institution AND a Postgraduate Diploma in Marketing from a recognized institution
- (iii) Master's degree in any of the following; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- (iv) Member of a recognized professional body
- (v) Leadership course lasting not less than 4 weeks from a recognized institution will be an added advantage.
- (vi) Proficiency in Computer Applications
- (vii) Digital Marketing Skill will be added advantage

2. MANAGER, HUMAN RESOURCE & ADMINISTRATION– KTB GRADE 3 (RENEWABLE FIVE YEARS CONTRACT)

KEY RESPONSIBILITIES:

- (i) Advise the Board on all matters pertaining to HR and Administration.
- (ii) Review and implement human resource and administration policies, strategies and systems to ensure that KTB has optimal, competencies and capabilities HC.
- (iii) Interpret and ensure implementation of Human Resource and administration policies, strategies, guidelines and regulations;
- (iv) Strengthen seamless interdepartmental linkages by ensuring that HC is effectively used to support the business objectives of KTB to increase productivity and increase results in order to ensure internal and external customer satisfaction.
- (v) Approve work plans and budgets for the Directorate for approval
- (vi) Ensure efficient and effective management of records in KTB
- (vii) Serve as the Secretary to the Management Training Committee,
- (viii) Ensuring that the Training Needs Assessment is undertaken annually
- (ix) Monitor and evaluate staff training and development programs based on the training needs assessment to establish KTB as a learning organization
- (x) Oversee the execution of the approved departmental work plans and budgets
- (xi) Oversee performance management process in the organization
- (xii) Prepare board management papers
- (xiii) Spearhead the recruitment of staff within the organization participate in the development and review of the Institution's strategic plan
- (xiv) Spearhead risk assessment of the department
- (xv) Oversee the effective implementation of the quality management systems in KTB.
- (xvi) Mentor and coach directorate staff.
- (xvii) Bear responsibility for prudent use of funds allocated to the directorate and for demonstrating return on investment for all funds expended.

Key Qualifications and Experience

The ideal candidate **must** possess the following:

- (i) Nine (9) years relevant experience three (3) years of which should be in senior management position

(ii) Bachelor's Degree in Human Resource Management or relevant qualifications from a recognized institution;

-OR-

Bachelor's Degree in any field with a higher National Diploma in Human Resources Management

(iii) Master's Degree in Human Resource Management or relevant qualifications from a recognized institution;

(iv) Be a member of the Institute of Human Resource Management;

(v) Have a certificate in a Leadership Course lasting not less than four (4) weeks from a recognized institution;

(vi) Proficiency in Computer Applications;

(vii) Demonstrated high degree of professional competence and administrative capability as reflected in work performance and results.

(viii) Valid practicing license

(ix) Certified Human Resource Practitioner

3. ASSISTANT MARKETING MANAGER – KTB GRADE 4

KEY RESPONSIBILITIES:

- (i) Assist the Marketing Manager in development and implementation the division's marketing strategy and provide strategic direction to the region's team.
- (ii) Define and implement the action plans for the market area and achieve the objectives set.
- (iii) Ensure proper implementation of the Kenya market strategy in the markets and monitor its implementation in PR, advertising, etc
- (iv) Collaborate with Business Development Manager in the preparation of plans and monitor the implementation of actions
- (v) Identify opportunities for cross-market sales
- (vi) Prepare and monitor regional budgets.
- (vii) Ensure that costs related to exhibition stand design and construction is within budget.
- (viii) Confirm that region related goods are of the required standards and quantities that had been requisitioned in liaison with the Inspection and Acceptance Committee.
- (ix) Ensure timely and efficient implementation of regional marketing strategy and Annual Work Plan (AWP) and ensure that regional performance targets are set and achieved.
- (x) Identify process improvements that reduce cost, improve quality and allow for the more efficient usage of organizational resources in the region.
- (xi) Gather continuous market intelligence on the tourism brands' performance, customer and trade attitudes, and new problems and opportunities
- (xii) Mentor, coach and provide leadership to the officers under him/her.

Key Qualifications and Experience

The ideal candidate **must** possess the following:

(i) Six (6) years' experience in a relevant field

(ii) Bachelor's Degree in Marketing or its equivalent qualification from a recognized institution

OR

Bachelor's Degree in any of the followings; Tourism Management, Business Administration or its equivalent qualification from a recognized institution **AND a** Diploma in Marketing from a recognized institution

(iii) Master's degree in any of the following; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution

(iv) Member of a recognized professional body Management course lasting not less than four (4) week from a recognized institution will be an added advantage

(v) Proficiency in Computer Applications

(vi) Digital Marketing Skill will be added advantage

4. ASSISTANT MANAGER RESEARCH, KTB GRADE 4 (Renewable Two Years Contract)

KEY RESPONSIBILITIES:

- (i) Assist in developing and implementing KTB's Research strategy, policies, mission and vision.
- (ii) Prepare the Research budget for approval.
- (iii) Undertake monitoring and evaluation of marketing performance.
- (iv) Ensure timely and efficient implementation of Research strategy and Annual Work Plan (AWP) and ensure that departmental performance targets are set and achieved.
- (v) Implementing policies to ensure that Research is effectively used to support the business objectives of KTB to increase productivity and increase results in order to ensure internal and external customer satisfaction and ensure seamless interdepartmental linkages.
- (vi) Identify process improvements in Research that reduce cost, improve quality and allow for the more efficient usage of organizational resources.
- (vii) Implement Quality Management System within the Research unit.
- (viii) Support the assessment of market or product opportunities through delivery of relevant and timely market intelligence
- (ix) Support the analyzing of customer needs and customer satisfaction through specific market research projects: quantitative and qualitative analysis to include client segmentation and making recommendations based on research.
- (x) Ability to mine and analyse marketing data from research as an added advantage

Key Qualifications and Experience

The ideal candidate **must** possess the following:

- (i) Six (6) years' relevant experience
- (ii) Bachelor's Degree in Research Applications, Mathematics, Statistics & Economic or its equivalent
- (iii) Master's Degree Research Applications, Statistics, Economic, Business Administration or its equivalent
- (iv) Certificate in project management, monitoring and evaluation or any relevant field
- (v) Management course lasting not less than four (4) weeks from a recognized institution will be an added advantage
- (vi) Proficiency in Computer Applications

5. MARKETING OFFICER – KTB GRADE 6/5

KEY RESPONSIBILITIES:

- (i) Assist in development of itineraries
- (ii) Assist in coordination of stakeholder's familiarization trips.
- (iii) Assist in maintenance and updating register of region's invoices including information on Market Development Representatives, international and local suppliers.
- (iv) Assist in monitoring stock levels of collateral material in liaison with the Product, Administration and Procurement Departments respectively.
- (v) Assist in identification of ideal corporate giveaways for the planned regional activities.
- (vi) Assist in developing and maintain client database for e-marketing and distribution of information for stakeholders.
- (vii) Assist in implementation the Social Media components of the KTB Digital Marketing Strategy
- (viii) Assist with the positioning of the Magical Kenya Brand and drive Brand consistency on Social Media space

Key Qualifications and Experience

The ideal candidate **must** possess the following:

- (i) Bachelor's Degree in any of the followings; Marketing, Tourism Management, Commerce (Marketing Option), Business Administration or its equivalent qualification from a recognized institution
- (ii) Proficiency in Computer Applications
- (iii) Digital Marketing Skills will be added advantage

6. OFFICE ASSISTANT – GRADE KTB 9

KEY RESPONSIBILITIES:

- (i) Clean and tidy up offices, surfaces and environs;
- (ii) Move and arrange office furniture, equipment, machinery and stationery;
- (iii) Collect and dispatch mail and parcels internally and externally;
- (iv) Prepare tea and snacks and cleaning of utensils;
- (v) Requisition of office general supplies and keep an inventory
- (vi) Operate basic office equipment which include photocopying, binding and lamination;
- (vii) Open and lock offices and ensure safe custody of the office keys

Key Qualifications and Experience

The ideal candidate **must** possess the following:

- (i) Kenya Certificate of Secondary Education mean grade D+ (plus) or its equivalent from a recognized Institution; and
- (ii) Proficiency in computer applications.
- (iii) Meets provisions of chapter 6 of the constitution

HOW TO APPLY:

- (i) Interested and qualified candidates are advised to visit the KTB's website www.ktb.go.ke for a detailed job description and specification.
- (ii) All applications must be submitted **online** by 5:00pm 31st January 2022
- (iii) No hard copy applications will be accepted.**

Shortlisted candidates will be required to submit **VALID DOCUMENTS** to satisfy the requirements of Chapter 6 of the Constitution of Kenya 2010 and will be required to submit among other documents:

- (i) Certificate of Good Conduct from the Directorate of Criminal Investigations;
- (ii) Clearance Certificate from the Higher Education Loans Board;
- (iii) Tax Compliance Certificate from the Kenya Revenue Authority;
- (iv) Clearance from the Ethics and Anti-Corruption Commission
- (v) Report from an Approved Credit Reference Bureau

“KTB is an equal opportunity employer committed to diversity and gender equality.”

[CLICK TO APPLY](#)