



JOB DESCRIPTION FOR CHIEF MANAGER, MARKETING AND CUSTOMER CARE

Job Reference: KEBS/HR/EXT/DEC24_03

Job Title	Chief Manager, Marketing and Customer Care
Grade	KS 3
Corporation/Organization	Kenya Bureau of Standards
Directorate	Human Resource and Administration
Department	Marketing and Customer Care
Division	N/A
Section / Unit	N/A
Location / Work Station	KEBS Head Office, Popo Road, Off Mombasa Road
Reporting Relationships	
Reports to	Director, Human Resource and Administration
Direct Reports	Manager, Marketing Manager, Customer Care Manager, Corporate Communication
Indirect Reports	Assistant Manager, Marketing Assistant Manager, Customer Care Principal Officer, Corporate communications
Job Purpose	
<p>Provides strategic leadership for planning, development, management and execution of the KEBS Marketing and Customer Care policies, strategies, procedures and innovative initiatives that enhance KEBS brand positioning and brand equity for purposes of facilitating and providing support of KEBS mandate of Standardization, Metrology and Conformity Assessment (SMCA). This is to promote local, regional and international trade and ease of doing business while safeguarding consumer health and safety, protection of environment in line with Articles 42, 43(a, b, c & d), 46 (a, b & c) of the Constitution of Kenya and the Standards Act (Cap 496 Laws of Kenya); and entrenchment of a culture of quality for the realization of Kenya's vision 2030, African Union Agenda 2063 and United Nations Sustainable Development Goals.</p> <p>Articulates KEBS position on matters of Marketing and customer care issues and negotiates on behalf of the organization at National, Regional and International level to enhance sustainability of KEBS operations.</p>	

Key Responsibilities/ Duties / Tasks

I. Managerial / Supervisory Responsibilities

- a) Provides strategic leadership for planning, development, management and execution of the KEBS Marketing and Customer Care policies, strategies, procedures and innovative initiatives that enhance KEBS brand positioning and brand equity for purposes of facilitating and providing support of KEBS mandate of Standardization, Metrology and Conformity Assessment (SMCA);
- b) Provides strategic leadership in analysis of the business environment and advises the Director Human Resource and Administration on emergent and competitive marketing to counter risks related to changes in both internal and external environment towards the realization of KEBS mandate;

- c) Provides leadership in the development and implementation of the competitive market strategies to ensure visibility of KEBS processes, products and services;
- d) Leads in articulation of the desired KEBS' image and position through consistent communication of the KEBS brand internally, nationally and internationally;
- e) Provides leadership and is responsible for market research, gathering customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads for KEBS Strategic Business Units;
- f) Oversees and is responsible for managing the promotion and positioning of the KEBS brand to enhance customer confidence;
- g) Provides leadership and develops strategies that will enhance awareness creation of the KEBS brand and services to stakeholders locally, regionally and internationally to enhance the KEBS portfolio;
- h) Leads and coordinates market intelligence in support of Standardization, Metrology and Conformity Assessment to get customer insights and draw trends on KEBS services for effective decision making;
- i) Provides leadership and is responsible for development and implementation of the organization's branding strategies to enhance KEBS' brand equity;
- j) Provides leadership in planning, designing, development and implementation of the KEBS brand manual and style sheets to ensure brand consistency and enhance the image of KEBS;
- k) Spearheads the realization of strategic partnerships and other stakeholders for delivery of KEBS mandate;
- l) Leads in development and implementation of resource mobilization strategies in liaison with strategic business units to ensure sustainability of KEBS operations;
- m) Oversees KEBS Corporate Social Investment activities to enhance brand recognition and build a positive business reputation;
- n) Provides leadership in the establishment, implementation, monitoring, evaluation and improvement of the Management Systems adopted by KEBS for the purpose of ensuring efficiency, effectiveness and sustained customer satisfaction;
- o) Oversees the performance management and productivity improvement in the department and is responsible for the department's performance;
- p) Oversees the implementation of the Risk Management Framework in the department to ensure mitigation against the negative effects of risks and take advantage of opportunities;
- q) Oversees the development and implementation of business continuity strategies to ensure resilience and sustainability of department's processes, products and services;
- r) Oversees identification, provision and management of department's resources both human and physical needs for effective implementation and achievement of strategic objectives.

II. Operational Responsibilities / Tasks

- a) Provides leadership and is responsible for development and implementation of departmental annual budget, Medium Expenditure Framework (MTEF) and procurement plans;
- b) Oversees the implementation of resource mobilization strategies to increase revenue base and enhance sustainability of KEBS' operations;
- c) Provides technical advice on the development, management and review of KEBS website to enhance brand visibility and customer experience;
- d) Spearheads stakeholder engagement in the virtual and physical fora to enhance brand visibility and increase customer base and promote brand loyalty;
- e) Leads in setting of departmental targets, reviews and approves divisional performance targets, monitors implementation and submits performance reports to the Director, Human Resource and Administration;
- f) Reviews and approves departmental expenditures;

<ul style="list-style-type: none"> g) Leads in preparation and submission of Board papers in relation to Marketing and Customer Care to the Director, Human Resource and Administration for approval; h) Leads in implementation of NSC Board resolutions in relation to Marketing and Customer Care; i) Directs development of staff competencies in the department through formal training, mentorship, coaching and on-the-job training to enable delivery of department objectives; and j) Assigns duties and approves leave for the direct report.
Job Dimensions:
I. Financial Responsibility
<ul style="list-style-type: none"> a) Controls budgets of approximately Kshs. 65 Million annually. b) Approves Marketing and Customer care departmental expenditure c) Implementation of cost minimization and resources optimization strategies in the organization
II. Responsibility for Physical Assets
Responsible for physical assets in Marketing and Customer Care department: Responsible for branded promotional materials and equipment
III. Decision Making / Job Influence
Makes <ul style="list-style-type: none"> a) Strategic decisions b) Operational decisions c) Financial decisions
IV. Working Conditions
<ul style="list-style-type: none"> a) Works occasionally in the office and predominantly in the field/industry. b) Expected travels within and outside the country.
Job Competencies (Knowledge, Experience and Attributes / Skills).
Academic qualifications
Masters Degree Bachelor's degree in Marketing or any other related degree with a post graduate diploma in Marketing.
Professional Qualifications / Membership to professional bodies
Registered member of relevant Professional Bodies e.g, <ul style="list-style-type: none"> a) Marketing Society of Kenya (MSK), b) Public Relations society of Kenya (PRSK), c) Chartered institute of Marketing (CIM), d) International Customer Experience (ICX)
Previous relevant work experience required.
A minimum period of ten (10) years relevant work experience out of which five (5) years' must have been in a Managerial position

Functional Skills, Behavioural Competencies/Attributes:
Functional

- a) Time management skills
- b) Brand management skills
- c) Digital marketing skills
- d) Presentation skills;
- e) Creative design skills
- f) Communication skills
- g) Leadership skills
- h) Customer care skills
- i) Counselling skills
- j) Negotiation skills
- k) Report writing skills
- l) Analytical skills;

Behavioural

- a) Problem solving skills
- b) Interpersonal skills
- c) Conflict Resolutions.