



**PCEA RUIRU SACCO SOCIETY LIMITED**  
P.O Box 1497 - 00232 Ruiru, Kenya

**MOBILE NO: +254717604010**  
[pceairurusacco@gmail.com](mailto:pceairurusacco@gmail.com)

**22<sup>ND</sup> JANUARY,2024**

**VACANCY ADVERTISEMENT**

PCEA RUIRU SACCO is a Christian based non-withdrawable deposit taking Sacco with a diverse membership of over 6000 members. The Sacco is regulated by the Sacco Societies Regulatory Authority (SASRA) and is based in Ruiru Town. The Sacco is seeking to recruit a competent and qualified **Marketing Officer** with high synergy to meet the SACCO's growth projections.

**MARKETING OFFICER (REF: MO/01/24)**

Job expires on 5<sup>th</sup> February, 2024

**Job Type: Contract – One (1) Year renewable based on performance**

**Purpose:**

Reporting to the CEO, the position holder will be responsible for identifying new marketing opportunities and implementing marketing strategies for the Sacco. The position holder will also be responsible for conducting market research and surveys to facilitate developments of new products and services as well as the review of existing products/services to enhance the Sacco business development strategies.

**Roles & Responsibilities**

- I) Research and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to inform marketing strategies.
- II) Works within the department budget to develop cost-effective marketing plans for each product or service.
- III) Tracks all marketing and sales data and creates detailed written reports and verbal presentations to the CEO & the Board on monthly basis.
- IV) Consistently updating members on new products, activities, events, and any other information relevant to them through all Sacco platforms.
- V) Carrying out the feasibility studies to determine viability of the new branches and products as per the institution plan.
- VI) Monitoring products life cycles of the Sacco products and developing new products and services.
- VII) Maintaining customer database and collecting views to assist in customer service and business growth strategies.
- VIII) Preparing reports to assist in forecasting, measuring market shares, market trends and demand and advertising effectiveness
- IX) Public relationship management.
- X) Organize CSR activities for the Sacco
- XI) Any other duty as directed by the CEO



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### **Minimum Qualifications**

1. Bachelor's Degree in Marketing, Business, or a Related Field **and OR** Diploma in Marketing/Communications or Public relations.
2. Computer literacy and proficiency
3. Good communication skills
4. Minimum of Five (5) years' experience in Marketing and Business Development
5. High integrity, personal credibility and result oriented.
6. Excellent report writing and presentation skills
7. Resilient, energetic and strong analytical skills

### **INTERESTED CANDIDATES MUST FULFILL THE REQUIREMENTS AS PER CHAPTER SIX OF THE KENYAN CONSTITUTION**

They should immediately initiate clearance from the following bodies as they shall be a requirement to be presented before the appointment stage for successful candidate:

- a) Police clearance certificate (Certificate of Good Conduct).
- b) Tax compliance certificate from the Kenya Revenue Authority (KRA).
- c) Clearance certificate from the Ethics and Anti-Corruption Commission (EACC).
- d) Clearance certificate from Credit Reference Bureau (CRB)

### **How to apply**

Interested and qualified applicants are requested to send their applications, CV and testimonials through the email [vacancies@pcearuirusacco.com](mailto:vacancies@pcearuirusacco.com) OR hand delivery to the Sacco offices indicating their **current** and **expected gross salary**.

The application should be addressed to;

**THE CHIEF EXECUTIVE OFFICER,  
PCEA RUIRU REGULATED N-WDT SACCO SOCIETY LTD,  
P.O BOX 1497-00232,  
RUIRU.**

Any applications received after the closing date shall not be accepted.

Only shortlisted candidates will be contacted. If you do not hear from us by 7<sup>th</sup> February 2024, consider your application as unsuccessful.