

Head of Public Relations & Marketing

JTL-Marketing-HoPR&M-09-25 | Marketing & Communications | Contract | Posted on September 4th, 2025 | Expires on September 20th, 2025

We're seeking a Head of Public Relations & Marketing who will provide strategic leadership and direction in managing the company's brand, corporate reputation, marketing strategy, and customer engagement. They will be responsible for developing and executing integrated marketing and communication programs that drive customer acquisition, retention, and loyalty.

HEAD OF PR & MARKETING JOB RESPONSIBILITIES

- Develop and implement the overall PR and marketing strategy aligned with business objectives.
- Build and protect the company's brand equity, ensuring consistent messaging across all platforms.
- Advise senior leadership on communication strategies to strengthen the corporate image and market positioning.
- Manage all external communications, ensuring clear, transparent, and timely messaging to stakeholders, media, regulators, and the public.
- Act as the company spokesperson and manage media relations to enhance brand visibility.
- Oversee crisis communication and reputation management strategies.
- Drive Corporate Social Responsibility (CSR) initiatives that align with brand values and community needs.
- Develop integrated marketing campaigns to promote products and services across traditional and digital channels.
- Conduct market research to identify customer insights, competitive positioning, and emerging trends.
- Oversee advertising, sponsorships, events, and partnerships to strengthen brand presence.
- Manage digital marketing strategies, including social media, SEO/SEM, and content marketing.
- Collaborate with sales and customer service teams to ensure a customer-first approach.

- Develop customer engagement programs that enhance loyalty and reduce churn.
 - Monitor customer feedback and implement communication strategies that address pain points.
 - Lead, mentor, and develop a high-performing PR and marketing team.
 - Manage departmental budgets and ensure cost-effective execution of campaigns.
 - Build a performance-driven culture with clear KPI's and accountability.
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QUALIFICATIONS FOR THE HEAD OF PR & MARKETING JOB

- Bachelor's degree in marketing, Communications, Public Relations, Business, or related field. A master's degree or professional certification (CIM, CIPR, PRSK) is an added advantage.
 - At least 10 years' experience in PR and Marketing, with 5 years at senior management level, preferably in the Telecommunications, ICT, or FMCG sectors.
 - Proven track record in brand building, digital marketing, media management, and corporate communications.
 - Strong experience in stakeholder management, government relations, and CSR programs.
 - Strategic thinking with strong business acumen
 - Excellent communication, presentation, and interpersonal skills.
 - Strong leadership and team management ability
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Location: Nairobi

Department: Marketing

Job Type: contract