



*Film Kenya...Capture Africa!*

## **MANAGER MARKETING (JOB GRADE KFC 3) – JOB REF NO: KFC/HRA/MM/2022-1 POST**

### **(a) Job Purpose**

This cadre is responsible for marketing the Kenya Film Industry both locally and internationally.

The officer will report to the Director Film Marketing and Distribution and will be responsible for:

- i. Initiating development, implementation and review of marketing plans, policies, strategies, guidelines, standards and procedures;
- ii. Coordinating development, promotion and marketing of the film industry in the local and international markets;
- iii. Promoting and marketing Kenya locally and internationally as a filming destination;
- iv. Managing the creation and planning of marketing campaigns for the film industry;
- v. Formulating and implementing promotional and advertising strategies in liaison with distributors, film studios and filmmakers;
- vi. Liaising with local and foreign producers and distributors for marketing and promotion of film industry;
- vii. Coordinating market research on current trends in the film industry;
- viii. Promote preference and demand for local productions among Kenyan audiences; Coordinating organization of festivals and events to market and celebrate the Kenyan film industry; and
- ix. Coordinating monitoring of the digital media and editorial calendar to ensure content is timely, relevant and engaging.
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## **(b) Person Specifications**

- i. Have a minimum of ten (10) years' relevant work experience, five (5) of which should have been in a management position;
- ii. Have Bachelor's degree in any of the following disciplines: Marketing, Business Administration/Management, or equivalent qualification from a recognized institution;
- iii. Have Master's degree in any of the following disciplines: Marketing, Business Administration/Management, Strategic Management or equivalent qualification from a recognized institution will be an added advantage;
- iv. Be a member of a professional body where applicable;
- v. Certificate in Management course lasting not less than four (4) weeks from a recognized institutions will be an added advantage;
- vi. Be Proficient in computer applications;
- vii. Demonstrated a high degree of professional competence, managerial and administrative capability as reflected in work performance and results; and
- viii. Meet the requirements of Chapter Six of the Constitution.

## **INTEGRITY CLEARANCE:**

In addition to the qualifications set above, shortlisted candidates will be required to provide copies of clearance certificates/letters of good standing from the following;

1. Ethics and Anti-Corruption Commission (EACC).
2. Criminal Investigation Department (CID).
3. Kenya Revenue Authority (KRA).
4. Higher Education Loans Board (HELB).
5. Credit Bureau Reference.

## **TERMS OF SERVICE**

An attractive remunerative package, commensurate to qualifications, experience and responsibilities and in line with government guidelines will be offered to the successful applicant. The appointment is on a **Four (4) year contract** renewable subject to satisfactory performance.

## **HOW TO APPLY:**

Please submit your application to [mmrecruit2022@filmingkenya.com](mailto:mmrecruit2022@filmingkenya.com) so as to be received not later than 31<sup>st</sup> May 2022.

Applications **MUST** consist of application cover letter, detailed CV with **three (3) referees contacts**; Indicate your **current position, current remuneration, expected remuneration, e-mail and day-time telephone contact**, relevant Certificates and Testimonials; and copy of National ID/Passport to be addressed to:

**The Chief Executive Officer  
Kenya Film Commission,  
Jumuia Place, Second Floor, Lenana Road,  
P. O. Box 76417,  
00508 Nairobi.**

KFC is an Equal Opportunity Employer committed to diversity and gender equality. Women, youth and persons with disability are encouraged to apply. Applications without the relevant qualifications, copies of required documents will not be considered.

Any form of canvassing shall lead to automatic disqualification. Only shortlisted candidates shall be contacted.