

Marketing and Communication Coordinator | Kenya | Nairobi



About Sistema.bio

Sistema.bio is a leading social enterprise operating in Latin America, India, and Africa by bringing technology, training and financing to farmers. Headquartered in Mexico City, Sistema.bio promotes a world where waste is a resource, and farmers are empowered and productive. **We manufacture, sell, install and finance our patented biodigester systems for small and medium scale farmers to convert their waste into economic, health and environmental benefits.**

By the end of 2021, our goal is to have installed biodigesters for over 200,000 people in 15 countries where they lack access to clean, renewable and cost-effective energy.

Sistema.bio is the 2019 Ashden Clean cooking Awards winner and the 2017 Buckminster Fuller Institute Finalist.

You can be a part of this impact story!

Who is the Marketing and Communication Coordinator at Sistema.bio

Reporting to the Commercial Director, you will be responsible for building Sistema.bio brand in Kenya by designing and executing Marketing-communication plans aligned to the global brand and appealed to local context.

You'll be in charge of:

- Brand strategy implementation to create an emotional connection between Sistema.bio, our customers and our partners
- Perform Market research and Marketing-Comms plans including BTL and ATL

- Being the regional voice of the company by writing press releases, grants application, and social media copy.
- Assists public Relations and partner communications
- Engage external creative services, consultants and agencies
- Train and update sales team on BTL tools and activities
- Manage field marketing team
- Manage communications budget and measure results - ROI and CAC
- Maintain fluid communication with Global comms team.
- Create a climate that attracts, retains and motivates quality & engaged team members and supports an incredible customer experience.

More about YOU

- You have 3-5 year experience in marketing, advertising, journalism and/or communications.
- You have proven experience with clients with a problem-solving approach to build disruptive marketing concepts.
- You have the ability to establish strong relationships at all levels throughout the organisation
- You are a creative thinker with aesthetic sensitivity and attention to detail.
- You have a high level of mastery managing social media digital platforms including paid campaigns platforms.
- You have excellent written and oral skills (English and Kiswahili).
- You have the ability to operate in multiple locations and diversified cultures.
- You are passionate about changing people's mindset towards sustainable farming.

What it is like to work at Sistema.bio

- **Passion and purpose:** working at Sistema.bio, you'll be able to work with a very passionate team and have a real social and environmental impact every day.
- **A growing team with growing opportunities:** Sistema.bio plans to double in the coming years. This growth is opening new roles, new countries, new departments that can keep offering new opportunities for our team's careers and aspirations.
- **Time in the field with the customer:** at Sistema.bio, we are passionate about knowing and serving our customers, small and medium-scale farmers. We want you to be able to spend time in the field with them and genuinely understand their problems, their everyday concerns and connect with them.
- **We care about your career progression:** we have a strong culture of training and investing in developing our people. As a Sistema.bio employee, you'll have weekly check-ins with your manager, access to training programs, and clear tracking of your performance twice a year.
- **Entrepreneurial culture:** Your ideas matter. We believe in people owning their projects and being able to take responsibility for them.
- **Work-life balance:** at Sistema.bio, we know you're at your best when you're rested and healthy, therefore we give you unlimited holidays, parental leave, pay for your health protection and give you options to work remotely when needed.

Location, travel and start date

- You will be based in the Nairobi HQ
- Traveling to Kericho, Kiambu and Meru, 40 % of your time

What our employees say about us

Find out more: <https://sistema.bio/opportunities/>

Do you feel that this describes you and want to apply?

Please send us by email at cedrick@sistema.bio with the following:

- A CV
- A cover letter answering the questions below

Here are questions to answer in your cover letter:

- What makes you unique?
- Tell us why your prior experiences make you the perfect fit for this role. Why now?
- What are the top values and priorities that guide your work?
- Please describe the main marketing challenge you have faced until now and describe how you solve it?
- Please submit an example of a published article, press release or internal communication piece in English