



**IG SACCO PLAZA, KHALISIA ROAD 3,
P. O. BOX 1150, 50100 KAKAMEGA- KENYA
TEL/NO. 056 – 20 30864, Mobile 0726340851 OR 0736333334,
Email: info@igsaccoltd.co.ke. Website: www.igsaccoltd.co.ke**

JOB DESCRIPTION

JOB TITLE: MARKETING OFFICER

Overall Responsibility

The job holder will be responsible for implementing marketing strategies of the Sacco by acquiring new business and covering all product needs to meet Sacco targets.

Key Responsibilities

- Conduct market research to identify selling possibilities and evaluate customer needs.
- Spearhead all internal and external communications for the business including brand identity, corporate image, media liaison and Public Relations.
- Planning and overseeing new marketing initiatives and ensure marketing campaigns are executed within budget limits.
- Develop new business relationships, generate and negotiate new income for the Sacco at an agreed growth oriented annual target and follow through on potential new business opportunities
- Oversee recruitment of new members by setting up initiatives that will support membership growth.
- Champion Deposits and Savings mobilization to ensure the Sacco achieve its intended targets.
- Handling all marketing and public relations activities of the Sacco
- Promotion of all Sacco products for member uptake
- Ensure member retention through relationship management, group and company visitation as per the marketing plan and weekly schedules.
- Actively seek out new sales opportunities through cold calling, networking and social media.
- Set up meetings with potential clients and listen to their wishes and concern.
- Prepare and deliver appropriate presentations on Sacco products and services.
- Create frequent reviews and reports with sales and financial data.
- Carry out market intelligence and surveys for growth in membership and products uptake.
- Participate on behalf of the Sacco in exhibitions or conferences.
- Cross selling and up selling of Sacco products and services to existing and potential members.

Minimum Requirements.

- A Bachelor's degree in any business related field with a bias in Sales/Marketing/Public Relations from a recognized institution.
- A minimum of three (3) years working experience in a similar role.
- Professional membership of MSK and CIM will be an added advantage.
- Thorough knowledge of sales and marketing principles, brand, product and service management.

Desired Skills and Competencies:

- Outstanding communication and interpersonal skills.
- Marketing and customer service skills.
- Self-motivated and a team player.
- Excellent Planning and organizational skills.
- Proven ability to work on own initiative.

Interested applicants who meet the prerequisite requirements should send their application letters together with an updated CV, Copies of their National ID, certificates and testimonials to the email or postal address below. Applications to reach us on or before **Friday 5th September, 2025.**

**THE CHIEF EXECUTIVE OFFICER,
INVEST & GROW (IG) SACCO SOCIETY LTD
IG SACCO PLAZA, KHALISIA ROAD 3,
P.O. BOX 1150-50100, KAKAMEGA- KENYA.**
or
careers@igsaccoltd.co.ke

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED.

NOTE: Invest & Grow (IG) Sacco Society Limited is an Equal Opportunity Employer.

“Our Investment, Our Growth”