



JOB DESCRIPTION

Job Profile	
Job title	Marketing and Communications Coordinator
Department	Alpha Kenya
Reports to	National Director, Kenya
Location	Nairobi
Travel required	Locally
Term	Full Time
Work pattern / hours	35 hours a week
Date	01 March 2023

Role Context

Alpha's vision is the evangelisation of the nations, the revitalisation of the church and the transformation of society. **Our mission** is to equip and serve the church in its mission to help people discover and develop a relationship with Jesus. Each member of our team plays a vital role in making our vision a reality. As a Christian organisation our faith is an integral part of our working culture.

With a passion for creative excellence, the Marketing and Communications team of Alpha Kenya leads all our marketing activities from social media to digital campaigns and creative projects, developing content for new churches and organisations as they explore and run Alpha.

As the **Marketing and Communications Coordinator**, you will support plans to establish Alpha in Kenya, driving digital marketing campaigns including web, SEO, email, and social media.

Role Purpose

Working under the National Director, the Marketing and Communications Coordinator will support the marketing strategy and campaigns, developing content and resources for churches, organisations, and events.

Key Requirements & Responsibilities

- Manage and maintain all national social media platforms (Facebook, Instagram, LinkedIn and Tik Tok)
- Create graphics, video, and audio content for our platforms
- Write, edit, design and publish engaging content/posts for email, web (blogs) and social networks, focused on brand awareness, storytelling and promoting events.
- Work alongside the Kenya team to help ensure designs, videos and communication needs are of highest quality
- Gather stories of Churches and organizations running Alpha
- Work alongside our team to help create content for social media, donor reports and campaigns
- Engage Churches on evangelism and the use of Alpha, with a large focus on Youth
- Help document Youth Culture with an angle on evangelism
- Help with youth initiatives
- Manage and maintain Kenya websites.
- Repurpose and convert content for multiple purposes depending on the platform, especially repackaging written content into short-form video for social media.
- Respond to questions and comments on social media in a timely and accurate manner.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Manage the social media advertising, tracking and reconciling expenses against the budget.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to workshop new and creative growth strategies, create landing pages and optimize user experience.
- Stay up-to-date with evolving trends in social media and evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

- Implement the story gathering pipeline: helping the our team with creative ways to inspire church leaders and guests to share encouraging stories about lives changed through Alpha.
- Crafting and copywriting submitted stories: to be succinct while capturing the essence of the story and heart of Alpha.
- Working with the ASSA Head of Marketing, manage the process of capturing filmed stories: interviewing and capturing the story, scripting, managing briefs for filming/editing/photographing stories of impact. campaigns and events.

Role Scope	
Budget management	No although tracking & reporting on paid advertising spend is required.
People management	No
Key relationships – internal	Sub-Saharan Africa team, National Alpha Offices in Africa.
Key relationships – external	Churches, organizations, Production Houses

Essential skills, knowledge and experience required for the job

- Qualification in digital marketing, communications, or a related field.
- Proven working experience in digital marketing, email marketing, and using social media platforms (especially Facebook and Instagram) to advertise.
- Experience with website management systems (e.g. WordPress / Square Space) and email marketing platforms (e.g. Campaign Monitor).
- Portfolio demonstrating ability to deliver creative content and good copy-writing skills.
- Eagerness to learn new programmes and software.
- Exceptional attention to detail and quality control.
- Able to create cutting edge content – Graphics, video, and audio
- Passionate about Alpha as a tool for evangelism
- Based in a church running Alpha at least 1 time a year
- A love for youth culture, evangelism, and digital media
- Highly relational with excellent communication skills
- Digitally minded/technologically adept/data driven
- The ability to work cross-culturally and develop good relationships with colleagues in different countries.
- Ability to manage multiple projects and priorities at one time; able to handle tight deadlines and often-changing realities in a large organization.

Working Environment

We have a purposeful working environment where we strive for excellence in everything we do. Our Alpha workplace culture is shaped by our values; to be truly for the church, by the church and through the church; to passionately pursue unity; to be generous in spirit and to be continuously improving.

We respect and value our colleagues, encourage and affirm often, challenge when necessary, supporting always. It is an inspiring and energising place to work where innovation and creativity is encouraged alongside passion and discipline.

Work Expectations

- Monday - Friday: Standard Hours 8:30 am – 5:00 pm.
- 25 days holiday per annum.
- 6-month probationary period.
- Available to work key dates during some events.
- Attendance at weekly staff devotions.

To apply

Send your application by **15/02/2023** to hr@alpha.ke

On the email you will be required to send:

- Your **CV**
- A **cover letter** motivating your application for this role
- A link to any **examples of work** that demonstrate your experience and skills. This could link to a personal website/blog, a website / social media account, or a PDF portfolio of some of your work (uploaded to Dropbox/Google Drive for example).

