


## EXTERNAL VACANCY

## Job Title: HEAD OF MARKETING

| Location and Business Unit | Department |
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| *Nairobi, Kenya* | Commercial Department |

## THE OPPORTUNITY

The Head of Marketing is a pivotal leadership role responsible for strengthening Bamburi Cement's market position, brand equity, and commercial growth across Kenya and the wider region. In this role, you will define and execute the company's marketing strategy, oversee brand development, lead integrated marketing and communication initiatives, and drive business development and export market expansion.

You will lead the Marketing team, manage key agency partnerships, and collaborate cross-functionally to ensure that marketing initiatives deliver measurable commercial impact. You will also ensure compliance with regulatory requirements and uphold Bamburi's values of safety, sustainability, and integrity in all activities.

This is a high-impact role for a visionary, analytical, and commercially driven leader committed to elevating brand performance, enhancing customer experience, and driving sustainable business growth.

## ABOUT YOU

You are a seasoned marketing and business development leader with a strong background in brand strategy, commercial planning, market expansion, and integrated communication. You bring proven experience in leading teams, partnering with cross-functional units, and translating insights into strategies that drive growth.

You are creative yet highly analytical, a strong communicator, and a strategic thinker with a deep understanding of customer behavior, market dynamics, and brand-building principles. You thrive in fast-paced environments and are comfortable making high-level decisions backed by insight, data, and sound judgment.

## SUMMARY OF YOUR RESPONSIBILITIES

- Ensure full compliance with Health & Safety rules and all legal, ethical, and regulatory

requirements.
- Develop and execute the overall marketing strategy aligned with Bamburi Cement's commercial goals.
- Oversee brand positioning and ensure consistent brand identity across all channels and markets.
- Lead the execution of integrated marketing campaigns (digital, print, on-ground) to strengthen brand visibility and customer engagement.
- Conduct market and consumer analysis to guide strategic decisions and enhance customer experience.
- Oversee and optimize the marketing budget, ensuring cost-effective, ROI-driven initiatives.
- Identify and evaluate new market opportunities, strategic partnerships, and business development initiatives.
- Lead market research and insight generation to inform commercial decisions.
- Collaborate with Sales and Product Development teams to support revenue growth, pricing, and new product introductions.
- Oversee marketing related events, and sponsorships.
- Develop and implement strategies to grow Bamburi Cement's presence in regional export markets.
- Build and maintain strong relationships with key stakeholders, partners, and industry players.

## YOUR QUALIFICATIONS, EXPERIENCE & SKILLS

### Level of education
- Bachelor's degree in Marketing, Business Administration or related field.
- A Master's degree or professional certification in Marketing, Strategy, or Business Development is an added advantage.
- Membership in recognized marketing or business professional bodies (e.g.,CIM, MSK) is desirable.

### Technical Competencies
- Minimum 10–15 years experience in marketing, business development, or commercial leadership roles, preferably in manufacturing, construction, FMCG, or other B2B sectors.
- Strong expertise in marketing strategy development, brand management, and integrated campaign leadership.
- Demonstrated experience in business development, market expansion, and partnership management.
- Experience conducting market research, consumer insight gathering, and competitive analysis.
- Strong financial and commercial acumen, including experience managing budgets and driving revenue growth.
- Experience working with agencies and managing cross-functional projects.
- Familiarity with regional export markets and trade regulations is an added advantage.
- Excellent analytical, problem-solving, and reporting capabilities.

### Management & Soft Skills
- Strong leadership experience with a track record of developing high-performing teams.
- Excellent communication, storytelling, and stakeholder engagement skills.
- Strategic thinking with the ability to translate insights into impactful marketing decisions.
- Strong negotiation, presentation, and relationship management skills.
- High level of integrity, professionalism, and accountability.
- Ability to influence at senior levels and collaborate across multiple business functions.
- Innovative mindset with the ability to manage multiple priorities and deliver results in dynamic

environments.

## FURTHER DETAILS

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| **Date of posting:** 5th December 2025 | **Closing Date**: 15th December 2025 |
| **Location:** Nairobi, Kenya | **Reporting to:** Commercial Director |
| **NUMBER OF VACANCIES** | **1** |
| ***APPLICATIONS VIA*** | *career.applications.bamburi@bamburigroup.com* |