

Digital Sales and Marketing Associate

LOCATION	Nairobi, Kenya
DEPARTMENT	Marketing & Communications
REPORTS TO	Marketing & Programs Coordinator
EMPLOYMENT TYPE	12-months contract, renewable subject to funds and performance

POSITION PURPOSE

The Digital Sales & Marketing Associate will support the management of KickStart's digital marketing campaigns, working closely with a digital agency, with a key focus on digital lead management and conversion, customer engagement, and WhatsApp chatbot management.

This is primarily a digital sales and lead-conversion role with creative content being produced by the marketing agency, and the Associate will work with the agency, track performance, and manage campaign spend.

KEY RESPONSIBILITIES

1. Digital Campaign & Lead Management

- Coordinate with the digital agency on campaigns across Meta, Google, LinkedIn, TikTok, and other relevant platforms.
- Review campaign content and messaging for accuracy, relevance, and brand alignment.
- Respond promptly to enquiries received through WhatsApp, social media, email, and other digital channels.
- Qualify leads and transfer them to the right dealer or sales representative.
- Monitor social media comments and messages and respond to enquiries in coordination with the digital marketing agency.
- Monitor lead response and follow-up to ensure enquiries are acted upon within agreed timelines and opportunities are not lost.
- Track digital ad spend against agreed budgets and flag underperforming campaigns to the digital agency for optimization.
- Maintain accurate lead records and track outcomes from enquiry to closure.

2. WhatsApp Chatbot

- Work with the service provider on the implementation, testing, training, and continuous improvement of KickStart's WhatsApp chatbot.

- Maintain accurate product information, FAQs, campaign information, and approved responses used by the chatbot.
- Monitor chatbot interactions and identify gaps or inaccurate responses.
- Handle enquiries escalated from the chatbot and ensure appropriate follow-up.

3. Digital Analytics, Tracking & Reporting

- Maintain accurate digital lead-tracking records using spreadsheets to ensure all enquiries are logged from first contact to closure.
- Prepare regular digital marketing and lead management reports.
- Provide practical recommendations to improve campaign performance and lead conversion.

QUALIFICATIONS & EXPERIENCE

- Bachelor's degree in Marketing, Communications, Media, or related fields.
- 2–4 years' relevant experience in digital marketing, digital sales, and lead management, or a related role.
- Demonstrable experience managing digital sales, including experience with digital lead conversion, performance marketing, and customer enquiries.
- Practical knowledge of major digital advertising platforms, including Meta, Google Ads, LinkedIn and TikTok.
- Experience with WhatsApp Business and/or chatbot platforms.
- Handle customer and lead data in line with Kenya's Data Protection Act and internal data privacy policies.
- This role is primarily focused on digital sales and tracking, but up to 10% of the associate's time may support other marketing activities as needed.

This role offers a strong growth path toward a Digital Marketing and Sales Lead for a candidate who demonstrates strategic and analytical growth.

Application Process: Interested candidates should submit their CV and cover letter to hr@kickstart.org by 21st September 2026.

KickStart International is an Equal Opportunity Employer, and we encourage applications from all qualified individuals.