

# Exciting career opportunity

#Thrive with us and #Come as you are



## Communication & Societal Impact Senior Associate

KPMG is a global network of professional services firms providing Audit, Tax and Advisory services. Our purpose is to inspire confidence and empower change. We have a notable Africa Footprint serving clients across the continent. Our East Africa practice comprises Kenya, Uganda, Tanzania, and Rwanda.

The Nairobi office serves as the regional coordinating office providing the required networking to facilitate delivery of services on a timely basis to meet and exceed our clients' expectations.

### Position Summary

Brand and Marketing & Corporate Affairs department which has both internal and external roles is seeking a versatile individual to join the team as a Communication and Societal Impact Senior.

### Key roles and responsibilities:

- Develop and implement creative digital communication strategies and campaigns to enhance KPMG's online presence and Brand.
- Manage the firm's social media platforms, create engaging content, and monitor performance metrics.
- Develop and conduct social media training sessions in line with KPMG's social media guidelines.
- Play a leading role in development and execution of targeted marketing initiatives in line with the KPMG local and global strategies.
- Develop and execute communication campaigns for internal focused forums and external client forums.
- Provide support in creation and management of content for internal and external communications, including newsletters, press releases, and promotional materials.
- Ensure strategic profiling of KPMG flagship events and Sector events, both internally and externally.
- Build relationships with staff members across the East Africa region and globally, to ensure cohesive and effective communication.
- Coordinate societal impact initiatives in alignment with the firm's sustainability commitments and corporate values.
- Devise creative ways to engage staff in societal impact activities across the East Africa region, ensuring alignment with the KPMG culture.
- Collaborate with regional teams to execute projects and initiatives effectively and foster a sense of community and shared purpose.
- Develop internal and external communication strategies that raise awareness about the firm's societal impact efforts and initiatives, both internally to staff, and externally to clients and other stakeholders.
- Identify areas of collaboration with local charities and organizations to scale the firm's societal impact.
- Any other duties and responsibilities as may be assigned from time to time.

### Academic/Professional qualifications and Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or relevant business-related course. Relevant qualification in digital marketing will be an added advantage.

- Minimum of 4 years' experience working in a marketing and communication department.
- Proven experience in digital communication, social media management and reporting (LinkedIn, Twitter, Facebook, and Instagram) and societal impact coordination.
- Experience in coordinating community impact projects.
- Strong marketing and communication skills, with the ability to create compelling content.
- Experience conducting training sessions and workshops.

### Technical competencies and Personal attributes:

- Digital marketing skills including search engine optimization and content creation.
- Good communication, project management and interpersonal skills.
- Ability to engage and collaborate with diverse teams across different regions.
- Creative thinker with a passion for sustainability and societal impact.
- Familiarity with social media analytics and tools.
- Strong writing and editing skills for various formats including press releases and social media posts.
- Ability to conduct market research to identify trends and opportunities.
- Skills in analyzing data to inform marketing strategies.
- Understanding of brand management principles.
- Multicultural Skills: able to operate and interact in a multicultural environment and uphold cultural diversity.
- A high standard of integrity.
- A high aptitude for learning and innovation.
- Diligent and committed to excellence.

### We offer:

- An exciting opportunity to work with a Big 4 firm on cutting edge clients across Africa.
- Continuous learning and development.
- Exposure to multi-disciplinary client service teams.
- Unrivalled space to grow and be innovative.
- Opportunity to work in a driven and versatile risk management function.

If your career aspirations match this exciting opportunity, please use the link below to apply:

[Communication & Societal Impact Senior – Candidate's Summary](#). Filling the link is mandatory for consideration alongside your application to [talentrecruit@kpmg.co.ke](mailto:talentrecruit@kpmg.co.ke) quoting 'Communication & Societal Impact Senior Associate' by 19 July 2024.

Please note that only shortlisted candidates will be contacted.