

Exciting career opportunity



#Thrive with us and #Come as you are

Digital Platforms Associate – Clients & Markets

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

We are currently looking for a Digital Platforms Associate in our Clients & Markets unit, to provide technical support, lead platform improvements, ensure governance compliance, and support integrated marketing campaigns across East Africa. The Associate will also contribute to digital innovation, analytics insights, and strategic initiatives that strengthen KPMG's online presence and client engagement.

Key roles and responsibilities

1. Website management and platform ownership

- Develop and execute an annual digital platforms strategy aligned to business and marketing objectives
- Take lead responsibility for managing KPMG EA's websites, microsites, and digital assets, ensuring accuracy, security, and optimal performance.
- Act as the primary contact for platform issues, coordinating with the Global Digital Team, IT, and external vendors.
- Lead platforms updates, security enhancements, and CMS feature rollouts.
- Ensure high standards of accessibility, responsiveness, and cross-browser compatibility.
- Scanning for site defects and design inconsistencies.

2. Content governance and strategic publishing

- Oversee content publishing workflows across service lines, Markets, and sectors, ensuring accuracy, compliance, and alignment with global publishing standards.
- Support thought leadership visibility by optimising formatting, metadata, SEO tags, GEO, and internal link structure.
- Upload and format new content following brand guidelines and SEO best practices.
- Ensure content and taxonomy accuracy, quality, and optimal page structure.
- Maintain and update landing pages for campaigns and events
- Building pages according to KPMG design standards and incorporating content as required

3. Marketing automation and campaign execution

- Lead setup and optimisation of automated email journeys, client nurturing flows, campaign landing pages, and event registration processes.
- Support segmentation, tagging, and consent management to ensure accurate targeting and compliance.
- Provide performance insights to Markets and Service Line teams to support campaign optimisation.
- Support the implementation, configuration, and optimisation of marketing automation tools (e.g., Marketo).
- Support the setup of email campaigns, automated workflows, and landing pages using marketing automation tools such as Marketo.
- Oversee CRM/Database integration with marketing automation tools such as Marketo.

4. Digital analytics, dashboards and insights

- Own tracking, measurement, and reporting of websites including (Top100 Website), intranets and campaign performance using Google Analytics, Tag Manager, and global KPMG analytics tools.
- Produce detailed monthly dashboards for leadership, including insights on engagement trends, content performance, traffic, SEO health and conversions and improvement recommendations.
- Lead implementation of new tracking requirements, events, and reporting enhancements.
- Translate analytics into optimisation recommendations for business units and campaign teams.

5. UX, SEO and performance optimisation

- Conduct regular UX and SEO audits, recommending and implementing enhancements to improve client experience.
- Optimise metadata, page structure, and content for organic search visibility and accessibility.
- Coordinate A/B testing initiatives to improve conversion rates and user journeys.

6. Innovation and digital capability growth

- Identify, pilot, and recommend new digital tools, plugins, and enhancements to support efficiency and user experience.
- Lead adoption of emerging technologies (AI-driven content tools, chatbots, automation triggers, heatmaps, etc.).
- Propose continuous improvement opportunities to strengthen digital delivery across the region.
- Collaborate with Global Digital Marketing team and other internal teams to roll out new technology tools for the Clients and Markets Team

7. Governance, compliance and documentation

- Ensure rigorous adherence to KPMG global brand, publishing, accessibility, and data privacy standards.
- Maintain up-to-date documentation on processes, workflows, escalation paths, and publishing guidelines.
- Provide training or guidance to internal stakeholders on digital platform best practices.
- Deliver projects within agreed SLAs.

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Academic/Professional qualifications and Experience:

- Bachelor's degree in Digital Media / Digital Marketing (with strong technical focus) or Business Information Technology
- Minimum 2-3 years' experience in website administration, digital publishing, digital platforms management, or marketing technology roles.
- Strong experience with CMS platforms (SharePoint, Sitecore, Adobe Experience Manager, WordPress, Drupal).
- Solid understanding of SEO, UX principles, and web performance optimisation.
- Hands-on experience with marketing automation tools (Adobe Campaign, Marketo, HubSpot, or similar).
- Proficient with analytics tools (Google Analytics, Tag Manager, Search Console) and dashboarding.

Personal attributes:

- Excellent advisory and compliance skills.
- Excellent verbal and written communications skills and the ability to articulate complex information.
- Ability to build positive relationships with team members and clients.
- Ability to handle simultaneously multiple engagements and client service teams.
- Flexibility in prioritizing and completing tasks.
- Strong organizational skills.
- Willingness to work under supervision and learn new skills quickly.
- Good analytical and problem-solving skills.
- Comfort interacting with C-level professionals.

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.

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

[**Digital Platforms Associate – Candidate's Summary**](#). Filling the link is mandatory for consideration alongside your application to talentrecruit@kpmg.co.ke quoting '**Digital Platforms Associate – Clients & Markets**' by **20 February 2026**.

Please note that only shortlisted candidates will be contacted.