

# Exciting career opportunity



#Thrive with us and #Come as you are

## Brand, Marketing and Communication Associate - Kenya

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 an Associate in our Brand, Marketing and Communications department who will play a key role in supporting business units, sector teams, and account management teams to execute marketing and branding strategies. The holder of this position will ensure all initiatives align with brand standards, drive engagement through innovative campaigns, and effectively communicate the firm's value propositions to both internal and external audiences.

### Key roles and responsibilities

#### Marketing and Branding Support

- Formulate and execute impactful marketing initiatives to profile both KPMG services and subject matter experts.
- Identifying marketing and brand profiling opportunities such as sponsorships, collaboration with the Regulator, roadshows for specific services, among others.
- Develop and implement campaigns that promote the firm's services and expertise to target audiences.
- Actively participate in Africa and Global engagements as appropriate and leverage those engagements to further the Brand engagement in East Africa
- Provide market research for Sectors and clients' service teams leveraging diverse tools available in the Firm.
- Assist in the development of business development publications.
- Ensure all marketing materials and campaigns comply with the Firm's brand standards.
- Support in circulation to clients of relevant thought publications.
- Support in the preparation and facilitation of training especially on brand compliance.
- Support in planning and executing events, and webinars to engage clients and stakeholders.
- Provide insights and updates on local initiatives while aligning with broader regional and global strategies.
- Proactively identify and implement innovative approaches to enhance brand profiling.

#### Communication and Content Development

- Create compelling content for brand profiling on social media platforms, ensuring alignment with the firm's communication objectives.
- Profile experts across different service offerings, highlighting their expertise through engaging content such as podcasts and videos, among others on the Firm's digital platforms.
- Draft internal and external communication materials, including newsletters, announcements, and press releases.
- Play a leading role in initiatives to profile the firm's sustainability efforts and corporate social responsibility programs.

- Continuously explore creative ways to amplify the firm's presence and messaging across platforms.

### Academic/Professional qualifications and Experience:

- Bachelor's degree in marketing, communications, business administration, or a related field from a recognized institution.
- Minimum of 3-4 years of experience in marketing, branding, and communications.
- Proven record and expertise in developing and executing marketing strategies and brand initiatives.
- Experience in creating digital content.
- Experience in conducting market research to support marketing strategies and decision-making processes
- Experience in a professional services firm or similar environment is an added advantage.
- Relevant professional certifications (e.g., CIM, PMP, etc.) will be an added advantage.
- Mastery of the Microsoft Office suite especially Ms. PowerPoint, Word and Excel.
- Ability to use Microsoft SharePoint is an added advantage

### Personal attributes:

- Excellent verbal and written communications skills and the ability to articulate complex information.
- Ability to build positive relationships with team members and clients.
- Flexibility in prioritizing and completing tasks.
- Strong organizational skills.
- A self-driven and result oriented individual able to work with minimum supervision.
- Good analytical and problem-solving skills.
- Excellent business writing skills.
- A high standard of integrity.

### 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:

[Brand, Marketing and Communication Associate – Candidate's Summary](#). Filling the link is mandatory for consideration alongside your application to [talentrecruit@kpmg.co.ke](mailto:talentrecruit@kpmg.co.ke) quoting 'Brand, Marketing and Communication Associate ' by 23 February 2026.

Please note that only shortlisted candidates will be contacted.