Marketing Coordinator

AXYS Investment Bank · Marketing · Nairobi · Full-time

Reports to: To be confirmed

Purpose of the Role

AXYS Investment Bank is Kenya's largest retail stockbroker, serving retail, high-net-worth and institutional clients across equities, fixed income and wealth management, supported by an in-house research function.

The Marketing Coordinator is responsible for the firm's visibility in the market and for generating qualified investor leads for the client-facing teams. The role combines marketing execution with representation: running the firm's campaigns, content and events, and being present at the forums where the firm needs to be seen.

This is a standalone role rather than a position within a marketing team, coordinating input from independent functions across Innovation and Products, Design, and Business Development into finished work.

Key Responsibilities

Digital and performance marketing. Plan, launch and optimise paid and organic campaigns across search and social. Manage budgets within approved limits, optimise for cost per acquisition and return on ad spend, and report on spend efficiency.

Content and research translation. Work with the Research and Products teams to convert equity, fixed income and macroeconomic research into articles, explainers, video and social content, and maintain the content calendar.

Lead generation and handover. Manage inbound marketing channels, including campaign responses, social messages and WhatsApp Business, as a single monitored pipeline. Qualify enquiries, hand them to the relevant client team or wealth manager, and report on volume, quality and outcome.

Events. Plan and deliver the firm's events calendar, including product launches, client briefings and strategic brand events. Own invitations, materials, supplier coordination, on-site delivery and follow up, and report on attendance and resulting leads.

Brand presence and representation. Manage the firm's social media channels and represent the firm at industry events and forums where its presence is of value, contributing to panels and discussions where appropriate.

Marketing partnerships. Identify and develop marketing, placement and distribution partnerships that add commercial value to the firm, and manage the co-branded activity arising from them. Where an opportunity extends into product or corporate arrangements, surface it to Innovation and Partnerships.

Adviser support. Originate and coordinate sales collateral for the adviser network and business development team, including one-pagers, product explainers, comparison material and FAQ packs. Design execution sits with the in-house designer; briefing them and keeping visual output and messaging consistent with brand and product positioning sits with this role.

Insight and reporting. Design and run client and market surveys and translate the analysis into recommendations on messaging and campaign design. Maintain dashboards covering reach, engagement, lead volume, lead quality and cost, and report monthly against agreed targets.

Compliance. Ensure all marketing material meets Capital Markets Authority and Communications Authority of Kenya requirements and the Data Protection Act, 2019, with figures sourced, dated and appropriately caveated, and internal approval obtained before publication.

Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Business, Economics, Finance or a related field. Candidates whose portfolio and delivery record evidence equivalent capability are encouraged to apply.
- Up to 4 years' experience in digital marketing, performance marketing, content marketing or marketing communications, including communications, client experience, event management and coordination.

Essential Competencies

- Confident, practical use of AI tools in day-to-day work for research, drafting, analysis, repurposing and asset production, with sound judgement about where they help and where they do not. AI is expected to support the work, not to produce the finished thinking, the creative decisions or unchecked output.
- Hands-on experience with Google Ads and Meta Ads Manager, and competence in Google Analytics 4. Working knowledge of a CRM or service desk platform.
- Strong written communication, including the ability to explain technical financial concepts in plain language.
- Ability to design and run surveys, analyse the results and draw usable conclusions from them.
- Ability to work independently as the sole marketing specialist, coordinating input from other functions.
- Strong organisational skills across concurrent deadlines. The role is based in Nairobi and carries regular offsite duties.

Desirable

- Experience running campaigns end to end, and working knowledge of cost per acquisition, return on ad spend and conversion metrics.
- Experience in financial services, banking, asset management, insurance or fintech, familiarity with CMA and CAK marketing requirements, and experience supporting a sales or adviser network.
- Certification in Google Ads, Google Analytics, Meta Blueprint, HubSpot or CIM, working knowledge of SEO, design capability in Canva, Figma or the Adobe suite, and basic video editing.

How to Apply

Applications should include a CV, a covering letter, and two or three samples of the applicant's own work, and should be sent to **HR@aib-axysafrica.com** with "**Marketing Coordinator**" in the subject line.

AXYS Investment Bank is an equal opportunity employer. Only shortlisted candidates will be contacted.