



# Marketing Associate

**REPORTING TO:** Head of Marketing / Commercial Lead

**LOCATION:** Magana, Kiambu (HQ) | Full Time

**Job Grade:** 3–4

## Company Overview

Grounded is a women-run manufacturer of non-toxic cleaning and personal care products powered by Kenyan ingredients. Founded in 2017, we manufacture over 50 products designed to convert homes and businesses to the *new clean*—free from harmful chemicals, rooted in local sourcing, and proven to perform across East Africa and beyond.

## Joining Our Team

At Grounded, marketing is a discipline of clarity, consistency, and execution. We focus on education-first messaging, practical tools for customers and partners, and systems that support long-term trust and repeat use. This role sits at the center of those efforts—turning ideas into usable assets, and strategy into execution.

## Role Description

We are looking for a highly organized, detail-oriented **Marketing Associate** to act as the **primary point of contact and internal owner for our external marketing firm**, as well as a key execution partner across community, e-commerce, retail, and content needs.

This role is responsible for ensuring marketing outputs are **clear, accurate, on-brand, and operationally usable** - from WhatsApp messages and product descriptions to coupons, loyalty schemes, point-of-sale materials, and training content.

The Marketing Associate is a **coordinator, translator, and executor**, connecting commercial intent, creative output, and technical implementation across teams.

## What You'll Do

### 1. Marketing Firm & Campaign Coordination (Primary Ownership)

- Serve as the day-to-day point of contact for Grounded's external marketing firm.
- Translate internal priorities into clear briefs, timelines, and deliverables.
- Review and quality-check outputs for accuracy, brand alignment, and practical use.
- Coordinate internal feedback and ensure timely implementation.
- Track campaigns, assets, approvals, and documentation for internal visibility.

### 2. Community Management & Outbound Messaging

- Own Grounded's WhatsApp communities and outbound customer communications.
- Draft and schedule approved outbound copy for launches, education, reminders, and promotions.
- Maintain consistent tone and clarity across WhatsApp, SMS, and direct channels.
- Coordinate closely with Customer Service and Sales to reflect real-time customer needs and realities.
- Own Grounded's LinkedIn profile, posts, and replies

### 3. Retail & E-commerce Marketing Support



- Own short and long product descriptions for the Grounded website and retailer portals. Ensure correct photos, formats, and copy (descriptions) are available and up to date for:
  - Grounded e-commerce
  - Retailer websites and onboarding portals
- Coordinate updates to ensure consistency across platforms, SEO alignment, and accuracy.
- Support launches, bundles, seasonal promotions, and range updates.

#### 4. E-commerce Promotions, Coupons & Loyalty Schemes

- Act as the **point person for managing e-commerce coupon, wallet credit, and loyalty scheme strategy and coordination.**
- Own the marketing and customer logic behind promotions, including:
  - Discount codes and coupons
  - Store credit / wallet credits (refunds, goodwill, campaigns)
  - Loyalty or repeat-purchase schemes
- Translate commercial and marketing objectives into clear briefs for the tech / web development team.
- Coordinate setup, testing, timing, and go-live of promotions across systems.
- Ensure Customer Service and Sales teams are fully briefed on mechanics and usage.
- Maintain documentation of active and historical promotions to prevent errors, duplication, or customer confusion.

#### 5. Creative & Design Support (POS, Visuals, Photography)

- Support the design and rollout of point-of-sale materials (signage, shelf talkers, posters, flyers).
- Coordinate basic product photography needs, including shot lists and asset organization.
- Work with designers or agencies to ensure assets are practical for retail, markets, and sales teams.
- Maintain a clean, well-organized library of approved creative assets.

#### 6. Copywriting & Brand Language Ownership

- Draft and maintain copy across multiple formats, including:
  - Blog posts and newsletters
  - Training materials and product guides
  - Customer service scripts and FAQs
  - Approved brand language, phrasing, and “words”
- Ensure all copy reflects Grounded’s education-first, values-led approach.
- Provide ready-to-use copy for Sales, Training, and Customer Experience teams.

### What This Role Is

- A **coordination and execution role** focused on making marketing work smoothly across teams and systems.
- The internal owner of **marketing clarity, consistency, and follow-through.**
- A writing- and content-heavy role with strong attention to detail.
- A bridge between marketing strategy, creative execution, customer experience, and tech implementation.
- A role for someone who enjoys structure, documentation, and getting things *right*.

### What This Role Is Not

- Not a social media content creator role.
- Not responsible for paid ads, media buying, or influencer management.
- Not a standalone graphic designer (though design literacy and coordination are required).
- Not a pure strategy role—this position is about execution, coordination, and delivery.



## What You'll Need

- 1–3 years of experience in marketing, communications, or a related role.
- Strong writing and editing skills with exceptional attention to detail.
- Design skills with an attention to brand book / style guide.
- Comfort coordinating with agencies, designers, and technical teams.
- Ability to manage multiple workstreams without losing quality or deadlines.
- Practical understanding of digital marketing, e-commerce, and customer communication channels.
- High ownership mindset - tasks are tracked, closed, and documented.

## What Success Looks Like

- Marketing agencies are well-briefed, responsive, and delivering usable outputs.
- Community communications are consistent, timely, and customer-centric.
- Product content across all platforms is accurate, current, and retailer-ready.
- E-commerce coupons, wallet credits, and loyalty schemes are clearly defined, well-coordinated, and implemented cleanly—working as intended for customers and internal teams.
- Sales, Retail, and Customer Service teams feel supported with clear materials and messaging.
- Marketing execution becomes more predictable, organized, and scalable over time.

## Why Join Grounded?

- Be part of a mission-driven, growing Kenyan company
- Work in an inclusive, women-led leadership environment
- Real ownership, real learning, and real growth

## How to Apply

If you are excited about being a key player for a growing brand, submit your CV, a brief cover letter, and links to any portfolios or past work on our [Job Application Link](#).

In all aspects of our operations, from hiring and promotion to training and development, we are committed to creating an environment that promotes fairness, equality, and opportunity for all.

Apply at [www.grounded.co.ke/careers](http://www.grounded.co.ke/careers), or via our [Job Application Link](#).