



# 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](#).