JOB DESCRIPTION: MADE AT KENYA – MARKETING MANAGER

Organisation: Motivation Africa
Position: Made AT Kenya Marketing Manager
Duty Station: Kenya (with travel as required)
Reporting to: Motivation Africa Director
Contract Duration: six months, renewable subject to performance and organisational needs
Employment Type: Full-time

About Motivation Africa

Motivation Africa is a non-profit organisation working to improve the lives of people with disabilities through access to appropriate assistive technology, particularly wheelchairs, alongside training, rehabilitation support and community-based initiatives.
Through its Made AT Kenya initiative, Motivation Africa is supporting the local development, production and distribution of appropriate, affordable and sustainable assistive technology solutions.
A key focus of this initiative is the IMARA wheelchair, a locally manufactured wheelchair designed to respond to the mobility needs of people with disabilities in Kenya and the wider African region. The organisation seeks to build a sustainable market for IMARA while strengthening local manufacturing capacity and access to quality assistive technology.

Job Purpose

The Made AT Kenya Marketing Manager will be responsible for developing and implementing marketing and sales strategies to establish, promote and grow the market for Motivation Africa's assistive technology products, with a primary focus on the IMARA wheelchair.
The successful candidate will lead market research, product positioning, brand promotion, customer engagement, sales development and strategic partnerships. The role will also coordinate the planning and execution of the IMARA wheelchair launch and drive market uptake before and after the launch.
The position will serve as a key link between customers, Motivation Africa, the manufacturer and other relevant stakeholders, ensuring that customer needs inform product promotion, market development and business growth.

Key Responsibilities

A. Marketing Strategy and Planning

- Develop and implement a comprehensive marketing strategy for Made AT Kenya and Motivation Africa's assistive technology products.
- Develop annual and quarterly marketing plans, budgets and implementation schedules.
- Identify target markets, customer segments and appropriate marketing channels.
- Develop product positioning and branding strategies that distinguish IMARA in the assistive technology market.
- Establish measurable marketing and sales targets in consultation with the Motivation Africa Director.

B. Market Research and Business Development

- Conduct market research to establish the demand, opportunities and barriers to uptake of the IMARA wheelchair.
- Map potential customers, including individuals, rehabilitation institutions, hospitals, NGOs, government agencies, disability organisations and other institutional buyers.
- Analyse competing products, pricing, distribution models and market trends.
- Identify and develop relationships with potential distributors, institutional buyers, procurement agencies and strategic partners.
- Develop and maintain a pipeline of prospective customers and sales opportunities.
- Identify opportunities for market expansion within Kenya and other African countries.

C. Product Marketing and Content Development

- Develop compelling marketing content and promotional materials for IMARA and other Motivation Africa assistive technology products.
- Coordinate the production of product brochures, catalogues, presentations, product videos, digital content and other marketing materials.
- Manage and grow the organisation's digital marketing presence through social media, website content, email marketing and other relevant platforms.
- Develop customer-focused messaging highlighting the quality, affordability, suitability and local availability of IMARA.
- Gather and document customer testimonials, product experiences and success stories, ensuring appropriate consent and safeguarding.
- Ensure consistency in product branding and communication across all marketing platforms.

D. IMARA Wheelchair Launch and Market Introduction

- Lead the development and implementation of the IMARA wheelchair launch and market introduction strategy.
- Coordinate the planning, logistics and execution of the official IMARA launch in collaboration with the manufacturer and Motivation Africa team.
- Develop a stakeholder engagement and invitation strategy targeting government, development partners, disability organisations, healthcare professionals, potential customers and other relevant stakeholders.
- Coordinate the preparation of launch materials, product demonstrations, media engagement and promotional activities.
- Develop a pre-launch marketing campaign to generate awareness, interest and prospective orders.
- Implement post-launch activities to convert market interest into actual sales and institutional partnerships.
- Track the outcomes of the launch and prepare a report with recommendations for further market penetration.

E. Sales Development and Customer Relationship Management

- Develop and implement practical sales plans to achieve agreed IMARA sales targets.
- Generate and follow up on sales leads before and after the product launch.
- Establish and maintain strong relationships with existing and prospective customers.
- Serve as a key point of contact between customers, Motivation Africa and the manufacturer.
- Coordinate customer feedback on product quality, design, usability, pricing and availability, and communicate relevant findings to the appropriate teams.
- Support the development of distribution arrangements and customer service systems.
- Maintain an updated customer database, sales pipeline and records of all marketing and sales activities.
- Work with the manufacturer and internal teams to ensure that customer orders, product availability and delivery arrangements are appropriately coordinated.

F. Stakeholder Engagement and Partnerships

- Build relationships with government departments, county governments, hospitals, rehabilitation professionals, disability organisations and development partners.
- Represent Motivation Africa and Made AT Kenya at relevant exhibitions, conferences, trade fairs and industry events.
- Identify opportunities for strategic partnerships that can increase product visibility, accessibility and sales.
- Coordinate product demonstrations and awareness sessions for potential institutional and individual customers.
- Work with relevant technical and clinical teams to ensure that marketing activities communicate accurate information on product suitability, assessment and fitting.

G. Internal Coordination and Reporting

- Work closely with the Motivation Africa Director, manufacturer, technical teams and other relevant staff to ensure effective coordination of marketing and sales activities.
- Participate in product development and quality improvement discussions by presenting customer and market feedback.
- Prepare monthly marketing and sales performance reports.
- Monitor expenditure against approved marketing budgets.
- Track marketing campaign performance and recommend improvements based on available data.
- Prepare quarterly progress reports highlighting achievements, challenges, opportunities and planned activities.
- Ensure all marketing activities comply with organisational policies, ethical standards, safeguarding requirements and applicable regulations.

Five performance areas:

1. Market penetration: Number of new institutional and individual customers reached.
2. Sales conversion: Number and value of actual orders secured.
3. Strategic partnerships: Number of active distribution and institutional partnerships established.
4. Brand visibility: Growth in product awareness, demonstrations and qualified enquiries.
5. Customer satisfaction: Quality of customer engagement, feedback and follow-up.

Qualifications and Experience

Academic Qualifications

- A Bachelor's degree in Marketing, Business Administration, Communications, Sales or a related field.
- A professional qualification in marketing, digital marketing or sales will be an added advantage.

Professional Experience

- At least three years of relevant experience in marketing, sales, business development or brand management.
- Demonstrated experience in developing and implementing marketing strategies and campaigns.
- Experience in product launches, market development and customer relationship management.
- Experience in medical devices, assistive technology, healthcare products or manufacturing will be a significant advantage.
- Experience working with NGOs, development organisations, government institutions or social enterprises will be desirable.
- A demonstrated record of generating sales leads, developing partnerships and converting opportunities into business.

Technical Skills and Competencies

The successful candidate should demonstrate:

- Strong digital marketing and social media management skills.
- Excellent content development, copywriting and communication skills.
- Knowledge of AI tools and applications
- Proficiency in Microsoft Office applications, particularly Word, Excel and PowerPoint.
- Familiarity with marketing analytics, customer relationship management (CRM) tools and digital advertising platforms.
- Strong market research, data analysis and report-writing skills.
- Ability to develop marketing budgets and monitor expenditure.
- Good presentation, negotiation and business development skills.
- Ability to organise and coordinate events, product launches and promotional campaigns.

Personal Attributes

The ideal candidate should be:

- A self-driven and results-oriented professional with a strong entrepreneurial mindset.
- An excellent communicator with strong interpersonal and relationship-building skills.
- Creative and innovative, with the ability to develop practical marketing solutions.
- Highly organised, proactive and capable of managing multiple assignments.
- Able to work independently while collaborating effectively with a diverse team.
- Comfortable engaging with people with disabilities and demonstrating sensitivity to disability inclusion and rights.
- Willing and able to travel within Kenya and, when required, to other African countries.
- Committed to Motivation Africa's mission, values and objectives.

Contract and Performance Management

The position will be offered on a one-year renewable contract, subject to satisfactory performance, availability of resources and organisational requirements.

Performance will be reviewed periodically against agreed work plans, deliverables and key performance indicators. A formal performance evaluation will inform decisions regarding contract renewal.

The Marketing Manager will be expected to develop an initial 90-day work plan upon appointment, outlining priority activities, expected outputs and implementation timelines.

How To Apply

Interested and suitably qualified candidates are invited to submit:

- A detailed CV highlighting relevant qualifications and experience.
- A cover letter explaining their suitability for the position.
- Contact details of three professional referees.

Applications should be submitted to: info@motivationafrica.org
Application deadline: 25th Nov 2026.

Only shortlisted candidates will be contacted.

Motivation Africa is an equal opportunity organisation committed to promoting disability inclusion and equal access to opportunities. Applications from qualified persons with disabilities are particularly encouraged.