



VACANCY

Marketing & Product Development Manager (FC3) - Job Ref. KFC/FP/2009/01

Kenya Film Commission, a State Corporation mandated to promote the local film industry and market Kenya as a filming destination, requires a self-motivated, dynamic, innovative and result-oriented person to fill above mentioned position.

Job Summary:

The officer shall be responsible for formulation and implementation of KFC marketing and film promotion strategies.

Reporting to:

The job holder shall be reporting to the Head of Programs

Job profile:

- ❖ Developing and implementing a comprehensive and integrated marketing strategy aimed at promoting KFC and its programmes;
- ❖ Creation of awareness on Kenyan films and filming locations in the international film markets;
- ❖ Re-branding and re-packaging of KFC services to ensure that they met the needs of the customers and stakeholders; and coming up with innovative ways of service delivery;
- ❖ Monitoring the developments of international film markets; advising the management accordingly and giving appropriate recommendations on enhancing the marketability of local films;
- ❖ Ensuring that the Commission adequately participate in the regional and international film festivals and exhibitions;
- ❖ Liaising with local film producers to ensure formulation of effective local film promotion and advertising strategies;
- ❖ Monitoring and evaluation of the marketing strategies and programs to determine their effectiveness;
- ❖ Conducting research on the factors influencing international film makers in their choice of destination for film production, among other research topics, towards the formulation of sound film policies;
- ❖ Examining the licensing procedures and incentives available to film makers coming to Kenya and making appropriate recommendations;
- ❖ Ensure development of a film screen culture in Kenya hence creating market for locally produced films;
- ❖ Ensure publicity of all KFC programs;
- ❖ Any other duty as may be assigned by Head of Programs;

Person's Profile:

- ❖ Bachelor's degree in a related social science
- ❖ Professional qualifications in marketing
- ❖ Masters degree in relevant social science is an added advantage
- ❖ Over 5 years experience 2 of which should be in a similar position
- ❖ Possess business, managerial and administrative skills
- ❖ Demonstrate leadership abilities with excellent interpersonal and communication skills
- ❖ Proficiency in computer application packages

The position will attract a competitive remunerative package.

Please send your application and a detailed CV with **two (2) referees** indicating your **current position, current remuneration**, e-mail and **day-time telephone contact**; including copies of relevant academic and professional certificates and testimonials, to reach the undersigned before or on **6th January 2010 by 5.00pm**:

The Head of Human Resources/Administration,

Kenya Film Commission, 2nd Flr, Jumuia Place II, Lenana Road, Kilimani. P. O. Box 76417-00508, NAIROBI, KENYA. Tel. 020-2714073/4

Only the short-listed candidates will be contacted