



MARKETING FELLOW

Sendy is a crowdsourced courier marketplace tackling last mile, on-demand, and hyper-local deliveries in Kenya. Sendy provides an app and web platform that enables individuals and businesses to connect with Riders and Drivers and request on-demand or scheduled courier services at anytime, any day, 24/7. To support our mission, we crowdsource vehicles and their drivers (boda bodas, vans and pickup trucks, 3-ton trucks), extensively vet and train our drivers, and then connect them to our GPS enabled tracking and dispatching system.

HOW YOU CAN HELP

We are looking for some stellar Graduate Student Fellows to help us strategize the expansion of our business. Currently we manage over 500 business clients and thousands of individual users and we're excited to be pushing forward into new product channels and regions. We are looking to bring on board Summer Graduate Fellows to help us move into this next stage of growth.

MARKETING FELLOW

Help us grow our individual user base. Host events, run cool campaigns, build brand awareness, master Power Editor and social media marketing, and make Sendy a top of mind brand. Running any and all initiative backed by metrics. Take our marketing budget and decide how we should spend it, and why. Show me the ROI.

RESPONSIBILITIES

- Identify key brand and event partnerships and cultivate business relationships.
- Interface with internal teams and outside agencies to develop and lead product go-to-market strategy.
- Create data-driven, dynamic, 'voice-of-the-customer' marketing strategies and tests that deliver against Return on Investment (ROI) targets.
- Strategize and execute an active and engaging social media plan across multiple platforms: Twitter, Facebook, LinkedIn, etc. Ensure consistent brand messaging across all channels.
- Collaborate with leadership and external agencies to develop key messaging and specific advertising copy/design/packaging for campaigns across marketing channels; including detailed associated budgets.



- Execute local sales and marketing initiatives and develop plans to implement new innovative sales and marketing initiatives.
- Assesses delivery and performance of each marketing campaign on a daily, weekly and monthly basis.

FELLOW QUALIFICATIONS

- Degree in Marketing, Public Relations, Business, Economics preferred.
- Currently enrolled in or have completed a Graduate level degree in Business Management, Economics, or Operations.
- Data driven decision making mentality and sound business judgment through strong analytical thinking.
- Strong interpersonal skills - ability to maintain respectful and close relationships with all of our Riders, Clients, and Agencies.
- Go-getter, self-doer, and independent.
- Management Consulting experience a plus.
- Previous experience living / working in a developing economy a plus.
- And most importantly... Patience. #TIA :-)

APPLY

Please send a CV and quick summary (one paragraph) on why you're interested in the role to jobs@sendy.co.ke.