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Email: info@limurucountryclub.co.ke

Website: www.limurucountryclub.co.ke



Limuru Country Club

P.O. Box 10,00217

Limuru, Kenya

Job Title: Marketing Assistant.

Department: Marketing.

Reports To: Marketing Manager.

Location: Limuru Country Club.

Role Summary

The Marketing Assistant provides operational and creative support to the Marketing Manager by executing approved marketing, design, and digital content tasks. This role is primarily hands-on and delivery-focused, ensuring timely production of creative materials and content while the Marketing Manager retains responsibility for strategy, planning, stakeholder engagement, sponsorship acquisition, and overall brand direction.

Key Responsibilities.

Creative Execution & Design Support

- Design marketing materials based on briefs and direction provided by the Marketing Manager.
- Develop digital creatives for social media, events, tournaments, and internal communications.
- Maintain consistency with the club's brand guidelines and visual identity.

Content & Digital Support

- Execute content calendars and campaigns as approved by the Marketing Manager.
- Draft short-form captions and content for review and approval before publication.
- Assist with website updates and digital communications as directed.

Photography & Videography Support

- Capture photos and videos at club events, tournaments, and activations as assigned.
- Edit visual content for use across digital platforms under the Marketing Manager's guidance.
- Support real-time content needs during events and weekends when required.

Marketing Operations Support

- Provide creative support for sponsor activations and partner deliverables.
- Maintain and organize the club's digital asset library.

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- Coordinate with sponsor during on ground activations when required, under the Marketing Manager's direction.

AI & Creative Tools

- Use AI-powered tools to improve efficiency, turnaround time, and content quality.
- Support the Marketing Manager in implementing innovative digital content approaches.

Scope & Decision-Making

- This role supports marketing strategy, budgets, sponsorship negotiations, or brand positioning.
- All major campaigns, messaging, and external communications are planned, approved, and signed off by the Marketing Manager.
- The role focuses on execution, implementation, and support.

Skills & Qualifications

- Diploma in Marketing, Graphic Design, Communication, Media, or a related field.
- Degree in Marketing and related fields will be an added advantage.
- Working knowledge of design tools (Adobe Creative Suite, Canva, or similar).
- Basic photography and videography skills, including editing.
- Familiarity with social media platforms and digital trends.
- Comfortable using AI-powered creative tools.
- Strong organizational and time management skills.

Personal Attributes.

- Detail-oriented and creative.
- Reliable, responsive, and collaborative.
- Open to feedback and direction.
- Flexible to support events and weekend activities as required.