



Job Description

Field Marketing & Brand Activation Coordinator

1. About the Role

Easy Solar's primary channels for customers to learn about our offering are direct efforts from the sales team, referrals, and radio. Thus, it can be said that field marketing is at the heart of ensuring we maintain continued growth in new customer acquisition. For durable products like solar that require a high degree of trust, the best way to get people talking and creating buzz is through first-hand experiences. When customers are able to witness or use the product, they want to tell their friends, show their families, and buy that product themselves.

As field marketing coordinator, you will be responsible for leading marketing activity in the regions to ensure prospective customers are able to constantly interact with the brand and sales team. This includes managing relationships with radio, organizing market activations and events that are focused on demonstrating products and building trust in the brand, managing branding at the point of sales and guiding the day-to-day marketing activities of the brand ambassadors, as well as leading customer engagement and ongoing face-to-face feedback.

3. General Duties and Responsibilities

Radio Management

- Manage relationships with all radio stations in the regions
- Ensure updated jingles are produced in line with the marketing campaigns and calendar events
- Attend radio discussions with the sales team to ensure consistent messaging across the regions (prepare talking points and guidelines if necessary)

Activations & Events

- Create a brand activation plan on how we will build awareness and engagement of our target communities with the Easy Solar brand across the regions (innovative ideas are welcome, in addition to leveraging existing successes)
- Build and maintain a calendar of brand activation events for the sales and marketing teams
- Analyze success of previous campaigns



- Create a script and/or materials to educate customers about the product, and support the sales team activities
- Propose and implement supporting events in the regions tied to the marketing calendar aimed at building connection within the communities, showcasing Easy Solar as a company that cares, has fun and is here to support their development (e.g. schools, football matches, music festivals)
- Travel frequently for activations (travel expected 30-50% of the time)

Point of Sales Marketing and Brand Ambassador Management

- Ensure all POS including shops and agents are branded and have sufficient marketing material
- Create an outreach plan for the brand ambassadors, which can include brand activation and events as mentioned above, but also extends to day to day marketing activities
- Conduct frequent visits to the shops and agents to ensure we are gaining feedback from the sales team and incorporating it into marketing strategy and planning

Customer Engagement

- Conduct frequent customer visits to get feedback and ensure we are always attuned to the needs and challenges of customers
- Collect customer testimonials to be used either at the radio stations or in broader communications
- Organize “customer town hall” days at the shop for gold and highly valued customers

4. Required Skills, Education, and Experience

- A proven track of marketing and brand influencing
- A minimum of 3 years experience in similar role
- A minimum of Bachelor's degree marketing, business administration or its equivalent
- Effective oral and written communication skills
- Great interpersonal skills
- High ethical standards and ability to exhibit a high level of confidentiality

5. What We Offer

- A very attractive, performance-based, remuneration with benefits
- Plenty of opportunities to grow within the company and take management positions
- The opportunity to take part in Liberia's most exciting entrepreneurial companies that has a strong commitment to outstanding customer service, user-friendly, high-quality life-changing devices and environmental sustainability
- Frequent coaching and training
- The opportunity to work closely with a young, international, tech-driven team of renewable energy enthusiasts



All interested candidates can use this [link](#) to apply:

Deadline for applications: 23rd April 2021