



Vanguard Talent Group

Innovation | Impact | Influence

Vanguard is a best-in-class global HR and business solutions partner, building high-performing people and enterprises across Kenya, Africa, and beyond. We deliver four core solutions: Business Scaling, Market Entry & Setup, Talent Solutions, and Career Development, driving growth, enabling expansion, and unlocking talent.

Learn more: [vanguardtalentgroup.org](http://vanguardtalentgroup.org)

## **Job Reference Number: - VTG-DM-002-26**

### **Job Title: Digital Marketing & Assets Officer**

#### **Role Overview**

The Digital Marketing & Assets Officer will support the execution of digital marketing activities and the management of brand assets across all digital platforms. This entry-level role is ideal for a creative and detail-oriented individual looking to grow in digital marketing, content creation, and brand management.

#### **Key Responsibilities**

##### **Digital Marketing Execution**

- Support the execution of digital marketing campaigns across social media, website, and email channels
- Assist in creating, scheduling and publishing content across platforms
- Help monitor social media engagement and respond where appropriate
- Track basic campaign performance metrics and report findings

##### **Content, Email & Asset Management**

- Assist in creating and formatting digital assets (social media posts, banners, newsletters, campaign visuals)
- Support the design and distribution of **email marketing campaigns and newsletters**
- Manage and coordinate email communications and responses
- Help maintain an organised digital asset library (images, videos, templates, campaign files)
- Ensure all content aligns with brand guidelines and consistency standards

##### **Website & Platform Support**

- Assist with updating website content, landing pages, and visuals where required
- Support routine checks to ensure digital platforms are up to date and accurate





### **Analytics & Reporting**

- Assist in compiling basic performance reports for campaigns and social media
- Track engagement metrics (reach, clicks, opens, impressions)
- Support the preparation of monthly digital performance summaries

### **Brand & Campaign Support**

- Support execution of marketing campaigns from planning to rollout
- Coordinate with internal teams and designers for asset delivery
- Ensure consistency of messaging across all digital touchpoints

### **Key Requirements**

- Bachelor's degree in Marketing, Communications, Digital Marketing, or equivalent qualification required; a diploma will be an added advantage
- 0–2 years' experience (internship or entry-level experience preferred)
- Basic understanding of social media platforms and digital marketing principles
- Familiarity with email marketing tools (e.g. Mailchimp or similar) is an advantage
- Design skills
- Strong attention to detail and willingness to learn
- Good written and verbal communication skills

### **Key Competencies**

- Creativity and curiosity
- Strong organisational skills
- Ability to follow brand guidelines
- Team collaboration and responsiveness
- Eagerness to learn and grow in digital marketing

### **How to Apply:**

If you are qualified and seeking an exciting new challenge, please apply via [careers@vanguardtalentgroup.org](mailto:careers@vanguardtalentgroup.org), quoting the **Job Reference Number - VTG-DM-002-26**, by **16th May 2026**.

Only shortlisted candidates will be contacted.

