

Job Opportunity: Digital Marketer & Graphic Designer

The Kenya Institute of Public Health (KIPH) is seeking a dynamic, creative, and results-driven professional to join our team as an in-house Digital Marketer & Graphic Designer.

This role is critical to strengthening KIPH's institutional brand, expanding public engagement, and driving campaign outcomes through innovative digital marketing strategies and high-impact visual design.



Key Responsibilities

Digital Marketing & Growth

- Develop, implement, and manage end-to-end digital marketing campaigns aligned with KIPH's institutional goals with input on goals and objective for KIPH management
- Manage, curate, and grow KIPH's social media channels with engaging, localized, and context-relevant content.
- Plan, execute, and optimize paid campaigns (Google Ads, Meta Ads Manager) to maximize ROI and reach target audiences.
- Enhance performance for KIPH's website and digital media assets through providing guidance on Search Engine Optimization/ Search Engine Marketing
- Track digital analytics, monitor performance metrics, and prepare monthly performance reports with actionable insights.

Graphic Design & Multimedia

- Design professional marketing and institutional collateral, including brochures, flyers, infographics, posters, and presentation decks aligned to the KIPH branding and marking guideline.
- Develop graphics and digital media assets for social media platforms, email marketing, and web publications.
- Collaborate with internal program teams to produce multimedia content, including basic photography and video editing.
- Maintain strict brand consistency across all print and digital touchpoints.

Qualifications

- Education: Bachelor's degree in Marketing, Communications, Graphic Design, Media Studies, or a related field.
- Experience: Minimum of 3 years of hands-on experience in a dual or similar digital marketing & design role. (Experience working within a learning, research, or public health institution is an added advantage).
- Technical Skills:
 - Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.
 - Strong technical understanding of digital marketing platforms (Google Ads, Meta Ads Manager, Google Analytics, Mailchimp/email tools, SEO tools).
 - Proficiency in application of AI in digital marketing with demonstrable and replicable results
- Language: Professional fluency in both English and Kiswahili (written and verbal).

Key Competencies

- Exceptional creative vision with keen attention to visual detail and layout precision.
- Data-driven analytical mindset with the ability to translate metrics into creative improvements.
- Strong project execution skills with the ability to manage tight deadlines and prioritize competing tasks.
- In-depth understanding of the Kenyan digital ecosystem and audience behaviours.
- Basic-to-intermediate skills in videography, photography, and basic video editing (strong advantage).

How to Apply

Interested and qualified candidates should send their application to **info@kiph.ac.ke** with the subject line: **"Application: Digital Marketer & Graphic Designer - [Your Name]"**. Please attach:

- Updated Curriculum Vitae (CV) with 3 professional references.
- Cover Letter highlighting relevant experience.
- Portfolio link or sample work demonstrating both graphic design capabilities and successful digital media campaigns.
- Deadline: 8th August 2026 (Applications will be reviewed on a rolling basis).