



## **Marketing Analyst**



**Role:** Marketing Analyst



**Work Type:** Volunteer; unpaid



**Commitment:** 2-5 hours a week; 12 months minimum



**Location:** Remote



**Start Date:** ASAP

**About Mkono:** We are a young and expanding non-profit organization incorporated in Canada. Currently operational in Kenya, Mkono provides young entrepreneurs access to affordable capital and mentorship. Simply put, we offer interest-free loans and mentorship sessions provided by our Mkono Allies, young professionals with relevant expertise from all around the world, to explore specific topics to grow their business. Driving impact at Mkono goes beyond financial support as we believe that capital well invested multiplies its impact.

**Our mission:** At Mkono, we believe that young entrepreneurs in low income countries hold the potential to achieve lasting change. These entrepreneurs are well positioned to drive social and economic benefits by creating employment or by developing solutions tailored to their reality. But no significant change can be achieved alone. That's why, at Mkono, we connect people from all over the world to share knowledge and resources, in an effort to empower young entrepreneurs to bring the change they envision.

### **What you'll do:**

- Perform monthly analysis on Mkono's website traffic, blog performance, google ads, social media platforms and fundraising campaigns.
- Recommend strategies and actions to increase Mkono's online presence, audience and engagement from various stakeholder groups (donors, entrepreneurs, volunteers etc.).
- Collaborate closely with the marketing team to develop Mkono's brand.
- Work closely and report to the Head of Marketing.

### **What you'll need:**

- Ability to work autonomously and hands-on.
- Interest in social impact, Kenyan culture, entrepreneurship and microfinance.
- High attention to detail, impeccable writing, and intellectual curiosity.
- Be fluent in English, written and verbal.
- Bachelor degree or currently completing one; specialization in marketing preferred.

### **Perks of the job:**

- Build your marketing & analytical skills and knowledge in social impact & microfinance.
- Develop your professional network with the Mkono team who have a large array of experience in social impact, consulting, finance, technology, marketing etc.

**To apply:** send your resume to [stephanie@mkono.org](mailto:stephanie@mkono.org).