



Head of Marketing and Innovation

Candidate Pack

About the Organisation

Overview

The organisation is a fast-growing, homegrown Kenyan retail business with a strong national footprint and an ambitious growth agenda. Founded in Kenya and now operating dozens of branches across the country, it has built its success around a fresh, convenient and locally relevant customer proposition. The organisation is now seeking to strengthen its position as a leading retailer in Kenya while expanding its relevance across more counties and, over time, the wider East African market.

Context and Ambition

- The organisation has grown from a single Kenyan retail operation into a national network of branches spread across many counties.
- It is pursuing an aggressive growth strategy to become the retailer of choice across Kenya and the wider East African market.
- The business is anchored in a fresh, convenient and locally authentic customer proposition.
- The next phase of growth requires stronger integration of physical retail excellence, loyalty, e-commerce, fintech-enabled customer engagement and data-driven consumer insight.
- The successful candidate will join at a pivotal stage in the organisation's national and regional expansion journey.

The Role

Role: Head of Marketing and Innovation

Location: Nairobi, Kenya

Salary: Highly Competitive Remuneration Package



Other: Permanent role; start date as soon as possible; Kenyan nationals only; English and Swahili required; local travel within Kenya expected approximately once per month.

Job Summary

- Lead the marketing and innovation agenda for a fast-scaling Kenyan retail organisation with national and regional growth ambitions.
- Develop and execute a world-class corporate marketing strategy that strengthens brand positioning and supports market leadership.
- Bridge physical in-store excellence with digital-first customer engagement, including loyalty, e-commerce and data-led initiatives.
- Champion innovation across fintech, modern FMCG, consumer experience and retail formats.
- Use deep insight into Kenyan and East African consumers to shape locally relevant marketing strategies.
- Partner closely with executive leadership, including the Managing Director for Kenya, to support growth, differentiation and commercial performance.

Responsibilities

Strategy, Brand and Growth

- Develop and execute a corporate marketing and innovation strategy that positions the organisation as a leading retailer in Kenya.
- Strengthen a fresh, convenient and locally authentic brand proposition across channels and customer touchpoints.
- Support expansion into additional counties and future growth across East Africa through targeted, insight-led marketing initiatives.
- Partner with executive leadership on brand positioning, growth priorities and commercial strategy.
- Manage marketing budgets, agency relationships and vendor partnerships to deliver measurable business impact.

Customer Experience and Digital Innovation

- Champion data-driven consumer experience initiatives across retail, FMCG, fintech and e-commerce environments.
- Bridge physical store excellence, including high-quality in-store food and service experiences, with digital customer engagement.



- Drive growth and engagement of loyalty and digital commerce platforms.
- Use customer data, analytics and market insight to shape differentiated propositions and improve customer retention.
- Oversee the innovation pipeline for new retail formats, services and customer-facing initiatives.

Candidate profile

Experience and Capabilities

- Minimum of 12 years' relevant experience, ideally spanning retail, consumer goods, FMCG, fintech, e-commerce or data-driven consumer experience environments.
- Strong marketing leadership experience with clear evidence of commercial impact and strategic execution.
- World-class corporate strategy skills and the ability to operate at senior leadership level.
- Strong data analytics capability and confidence using insight to inform customer propositions, loyalty, campaigns and innovation.
- Experience linking physical retail excellence with digital innovation, including loyalty programmes and e-commerce platforms.
- Deep understanding of Kenyan and/or East African consumer behaviour, retail dynamics and market opportunity.

Personal Profile

- Kenyan national with fluency in English and Swahili.
- Commercially minded marketing and innovation leader with the credibility to influence executive stakeholders.
- Disruptive, forward-looking thinker who can balance ambitious innovation with practical execution.
- Culturally aligned and locally grounded, with a strong appreciation of the Kenyan consumer psyche.
- Comfortable working in a fast-scaling, entrepreneurial and performance-oriented environment.
- Able to incorporate leadership input while confidently driving distinctive, future-focused solutions.

How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the "Apply" button on the job advert page, complete the online application form, and submit your CV



and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Document Name-Date (mmyy) e.g., Pat-Jones-CV-082026-Organisation or Pat-Jones-CoverLetter-082026-Organisation.

Timeline

Closing Date: On a rolling basis

First stage interviews: TBC

Final interviews: TBC

Selection process

The selection process is expected to include longlist and shortlist interviews, psychometric and competency assessment, and background/reference checks in line with Oxford HR's standard executive search process. All candidates will receive an update regarding their application after the closing date.

Equality Statement

Equality and diversity are important to this appointment process. Candidates will be assessed on their ability to contribute constructively and sensitively in a diverse working environment where the work of others is valued and respected.

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please contact Oxford HR in the first instance.

About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have. Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success.



We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions.

Learn more at: oxfordhr.com