



# ABW MARKETING ACADEMY AND TALENT HUB

MARKETING TALENT RECRUITMENT  
& JOB PLACEMENTS (KENYA)

CATALOGUE



# Who We Are

ABW Marketing Academy & Talent Hub is the skills and talent powerhouse of ABW Marketing bridging the gap between Africa's brightest marketing minds and the businesses that need them. We equip aspiring and seasoned marketers through practical training, mentorship, and certification, and give companies access to a pre-vetted pool of world-class talent (from creative strategists to digital campaign managers). Our mission: shape the future of marketing in Africa by building a sustainable pipeline of industry-ready professionals.

## Roles We Recruit

**Leadership:** Head of Marketing / Marketing Manager / Growth Lead / Brand Manager / Communications Lead

**Strategy & Creative:** Creative Strategist, Content Strategist, Copywriter, Art Director, Designer, Video Editor

**Digital & Performance:** Performance Marketer, Media Buyer, SEO/SEM Specialist, Growth Marketer, Marketing Analyst

**Lifecycle & CRM:** Email/CRM Manager, Marketing Automation Specialist

**Social & Community:** Social Media Manager, Community Manager, Influencer/Creator Manager

**PR & Events:** PR/Comms Specialist, Events & Partnerships Manager

**E-commerce & Product Marketing:** E-com Manager, Product Marketing Manager



# Packages (tiers)

## Essential - Contingency (pay on start)

- **Best for:** first-time or budget-sensitive hires; lean teams needing a dependable shortlist fast.
- **Key benefits**
  - Zero upfront risk: pay only if you hire our candidate.
  - Speed to shortlist: move from vacancy to interviews quickly.
  - Quality assurance: skills-tested, reference-checked, ABW-vetted candidates.
  - Confidence: 90-day replacement guarantee.
- **You get**
  - Role scoping, JD & role scorecard
  - Targeted sourcing & structured screening (phone/video)
  - Practical skills test + portfolio/work-sample review (role-specific)
  - Shortlist of 3–5 pre-vetted candidates
  - Interview coordination & reference checks
  - Offer support & start-date planning
- **Delivery SLA:** shortlist in 7 business days
- **Payment model:** Contingency (fee due only if you hire; payable on start date)

## Growth — Retained Search

- **Best for:** strategic roles, scarce skills, or time-critical hires requiring high certainty.
- **Key benefits**
  - Priority & focus: dedicated recruiter, proactive headhunting, priority sourcing.
  - Sharper targeting: candidate marketing kit, outreach campaigns, ABW network access.
  - Better decisions: salary benchmarking, structured interviews, scored assessments.
  - Stronger ramp-up: 30/60/90 onboarding plan; weekly progress reports.
- **You get** (everything in Essential, plus)
  - Dedicated recruiter & targeted outreach campaigns
  - Interview facilitation, stakeholder coaching & debrief templates
  - Compensation guidance & offer calibration
  - 30/60/90 success plan with early check-ins
  - Weekly pipeline & market-insight reports
- **Delivery SLA:** shortlist in 10 business days
- **Payment model:** Retained (split between kick-off and acceptance)

# Contract / Bench — Flexible Talent

- **Best for:** projects, campaigns, maternity cover, pilots, or “try-before-you-hire.”
- **Key benefits**
  - Flexibility: scale up/down by project or month; swap-out support if needed.
  - Speed: qualified profiles surfaced rapidly.
  - Continuity: ready bench from ABW’s trained/certified talent pool.
  - Performance assurance: structured check-ins in the first 90 days.
- **You get**
  - Rapid shortlist for contract/freelance marketing talent across roles
  - Availability & rate checks; onboarding handover
  - Performance check-ins at day 15/45/90
  - Option to convert to permanent (“temp-to-perm” pathway)
- **Delivery SLA:** profiles in 72 hours
- **Payment model:** mark-up model or flat placement per engagement

# Role-Specific Assessment Options

- Performance/Growth/Media Buyer: channel plan + CAC/LTV hypothesis, mock campaign build, attribution readout
- Brand/Comms/PR: brand narrative exercise, comms plan, reactive statement draft
- Content/Creative: 2× ad concepts (static + short-video script), tone/visual rationale
- SEO/SEM: keyword strategy, ad set structure, landing page critique
- CRM/Automation: lifecycle map, segmentation logic, sample journeys & metrics
- Social/Community: 2-week content calendar, short-form video hooks, response matrix

## Add-On Modules (any tier)

- Onboarding Assist (30 days): co-run calendar, approvals, first performance report
- SOP Toolkit: brand voice guide, response matrix, crisis playbook, KPI dashboard
- Team Training: short-video hooks, creator management, performance loops
- Department Head Consultancy: interim leadership for setup, audits, hiring panels, OKRs



## ABW Standard Inclusions (all tiers)

- Role scorecard & JD
- Targeted sourcing, work-sample review, practical skills test
- Structured interviews & panel moderation (on request)
- Reference checks, interview scheduling, offer support
- 90-day replacement guarantee
- Access to ABW-trained, mentored, and certified talent (Academy graduates & alumni)

## SLAs & Reporting

- Shortlist timelines per tier (as above)
- Weekly pipeline updates
- Interview debrief within 24–48 hours

## Guarantee

- If the hire exits or is let go within 90 days, ABW conducts a like-for-like replacement search once (same level/scope) at no extra fee.

# Terms & Contingency Option

- Contingency (Essential): fee due only on candidate start
- Retained (Growth): fee split between kick-off and acceptance
- Contract/Bench: mark-up or flat placement per engagement
- If a role is withdrawn post-shortlist, a research fee may apply
- All fees are exclusive of VAT

