



DETAILED JOB DESCRIPTION

1. SALES & MARKETING MANAGER - KRBR159

Reporting to: General Manager Business & Commercial Services

Employment Type: Five (5) Year Renewable Contract Subject to Retirement age and performance

Work Station: Nairobi

Duties and Responsibilities

- i) Prepare financial budgets, reports and statements relating to marketing and sales of the Corporation's products and services.
- ii) Facilitating, monitoring and absorption of budget for the Division.
- iii) Formulate and monitor implementation of sales and marketing strategies across all business units.
- iv) Monitor performance and prepare periodical reports.
- v) Identify and negotiate for key strategic partnerships to increase the level of business.
- vi) Lead in liaisons with key government agencies to ensure customer satisfaction.
- vii) Establish key linkages between the customer and the operations team to ensure achievement of agreed service level agreements.
- viii) Develop business growth strategy and monitor implementation to achieve financial gain and customer satisfaction.
- ix) Provide market and customer feedback information to the business development teams for purposes of new business development.
- x) Conduct stakeholder engagements with key industry players including shipping lines, clearing and forwarding agents and other logistics interveners.
- xi) Manage cross border relationships with various regional clients for the purpose on enhancing business volumes and customer relationships.
- xii) Formulate and monitor customer retention and acquisition strategies across the various business units to enhance service.

- xiii) Constantly assess and analyze changes in the business environment including competitive analysis and advising on remedial action.
- xiv) Monitor the key customer account relationships to ensure customer satisfaction.
- xv) Formulate and Implement pricing strategy through fixing of rates, fares and other charges.
- xvi) Coordinate implementation of feedback, market research and liaisons with other departments and communicating with customers.
- xvii) Implement Quality Management System by ensuring that business process meets the requirements of Quality Management Systems.
- xviii) Coaching, mentoring, and developing staff using relevant human resource tools.
- xix) Implement Risk register by ensuring that business process meets the requirements of Risk criteria.

Requirements for the job

- i) Master's degree in business related field from a recognized institution.
- ii) Bachelor's degree in Commerce specialization in Marketing or equivalent from a recognized Institution.
- iii) A Minimum of ten (10) year's relevant work experience, at least five (5) Years' experience in Senior Management position.
- iv) Undertaken a management course lasting not less than four (4) weeks from a recognized institution.
- v) Registered Member to MSK, CIM or relevant professional body;
- vi) Proficiency in computer applications.
- vii) Meets the requirements of Chapter Six of the Constitution of Kenya 2010.

Skills and Competences

- i) Excellent communication skills and the ability to network.
- ii) Team working skills.
- iii) Adaptability and the ability to juggle multiple projects.
- iv) Strong attention to detail.
- v) Good organization and planning skills.
- vi) Creativity, writing and oral skills.
- vii) Commercial awareness.

Ability to maintain professional status and keep abreast with evolving marketing trends through continuous marketing education