



CHIEF MANAGER SALES & MARKETING:
NKCC/HR/02/CMS& M/04/01/2024

Job purpose

The Chief Manager will be responsible for developing, implementing, and executing strategies and plans that will guarantee the organization growth in market share and profitability through innovative product development, improvement, distribution, and brand equity improvement.

Key responsibilities

- In charge of sales, marketing, and logistic function of the department.
- Planning, developing, and executing the Annual Sales and Marketing strategy, including identifying markets and potential customers.
- Develop sales, marketing and logistics policies and procedures for the smooth operation of the department.
- Preparing departmental reports and providing the same to the Production and Marketing Committee.
- Identifying, overseeing, and assessing the activities of external advertising, promotions and marketing research agencies engaged to implement strategies.
- In liaison with other departments, plan and develop innovative improvements for existing product as well as the development of new products.
- Overseeing efficient, effective, and optimal utilization of both company and hired Vehicles.
- Overseeing the overall management of the department and identifying training and development needs for the staff.
- Overall, in charge of the export sales section
- Preparing, monitoring, and controlling the departmental budget as well as the procurement plan.
- Providing support to the Milk Supply & Extension Services Department for the company's product distribution strategy.
- Providing support to the logistics department in terms of the route to market logistics.
- Ensuring brand profitability through correct pricing policies as well as developing an effective price strategy.

- Monitoring competitor activities as well as the performance of the company's products in the market and advising management accordingly.
- In liaison with the finance department develop and implement the right credit sales and collection strategies for the organization.
- Managing relationships and ensuring customer satisfaction through regular contact and prompt resolution of issues.
- Maintain and balance the business needs and the safety and interests of staff in the sales and marketing function.
- Ensure that close co-operation is maintained with New KCC internal and external environment/support function.
- Prepare periodical management and Board reports to update management and Board on performance of the Directorate.
- ***Any other duties as assigned by immediate supervisor.***

Qualifications and Personal Specifications

- A minimum period of ten (15) years' relevant work experience, five (5) years of which must be in Senior Management.
- Master's in commerce /marketing or its equivalent from a recognized University
- Bachelor of Commerce degree in marketing or its equivalent from a recognized University.
- Professional qualification and membership to a professional body such as Marketing society of Kenya(MSK)
- Leadership course lasting not less than four (4) weeks from a recognized institution.
- Proficiency in computer applications
- Have knowledge and a clear understanding of the Dairy sector.
- Demonstrate a clear understanding of local, national, and international conventions and treaties governing Dairy affair.