



## **About Us**

We are a leading player in the tea sector with the core business in crop Growing, Processing & Manufacture and Sales & Marketing. 80% of our output is exported to various destinations. We are also a key player in the local tea sales to the west of Rift Valley Region.

We are seeking to recruit energetic and qualified individuals to fill the following vacant position(s).

### **SALES & MARKETING MANAGER**

Reporting to the Managing Director, the position holder will be responsible for developing and ensuring implementation of sales and marketing strategies to assist in the achievement of company's overall strategic objectives

### **Main Accountabilities**

- Implements sales and marketing strategies to achieve market share growth, volume, profitability, revenue, brand and channel objectives across all markets;
- Manages a competent sales and marketing team through training, development and coaching to achieve superior representation against competition;
- Monitors and oversees all sales & marketing operations and their budgets; and to ensure they are utilized in the most efficient and effective manner;
- Prepares management reports on performance and accounts with regard to sales and marketing;
- Conducts regular competitor analysis to ensure maintenance of competitive advantage;
- Manages and co-ordinates the company's participation in marketing forums, trade associations, exhibitions and shows;
- Manages all outsourced agencies to ensure that goods and services (merchandising, promotion, digital, etc) are competitive, they meet the given specifications, and are delivered in a timely manner;
- Ensures brand profitability through correct pricing policies and product costing in liaison with the Finance department;
- Promotes effective cross-functional communication of company operations to ensure the marketing strategy is executed timely throughout the supply chain;
- Ensures high brand visibility in the market;
- Actively monitors and manages product consumer/customer complaints and oversee consumer relations management protocol (handling and feedback);
- Drives the process of marketing evaluation and innovation in order to achieve the maximum competitiveness in packaging, product, communications, prices and brand positioning.
- Ensures that product quality meets expectations of tea consumers and is consistent over time through benchmarking of competitor products.

### **Knowledge and Experience**

- A Bachelor's degree in a business related field;
- Postgraduate Diploma in Marketing (CIM). Member of Marketing Society of Kenya (MSK) will be added advantage;
- At least five (5) years' experience in FMCG preferably in the food category;
- Demonstrate experience in a marketing management role through product development, consumer insights, communication and marketing agencies management

### **HOW TO APPLY**

Interested applicants must send copies of their certificates and testimonials as well as current CVs, with telephone and e-mail contacts; addresses of three referees, and a cover letter to [recruit@kaisugu.co.ke](mailto:recruit@kaisugu.co.ke) by **15<sup>th</sup> December, 2019**.