

DEPUTY HEAD OF KAM CONSULTING AND BUSINESS DEVELOPMENT (MARKETING)

1. Job Title and Reporting

Reporting to the Head of Kenya Association of Manufacturers' Consulting (KAM C) Unit, your title shall be **Deputy Head of KAM Consulting** (Marketing).

2. Job Purpose

To support the KAM Consulting Head in providing leadership in the marketing and sales of the KAM consulting products and services to increase brand visibility and sales revenue for sustainability of KAM .

The key objectives to be achieved shall include;

1. Marketing of KAM Consulting products and services
2. Develop and Sell new innovative products to generate new revenue streams
3. Support Execution of KAM Consulting Flagship Events
4. Support development and roll out of publicity and communication plans for the team

3. Duties and Responsibilities

- Coordinate marketing of the KAM consulting products and services to support delivery of the unit workplan in line with communication department.
- Coordinate content generation for different communication and publicity campaigns and media channels to increase brand visibility of KAM Consulting products and service offerings.
- Coordinate market research on member interests, emerging industry trends and market competition in the consultancy and training sector.
- Support sales pipeline development to increase lead generation and customer acquisition unit
- Support the development and commercialization of new products to generate new revenue streams in the unit;
- Support execution of flagship events in the unit such as exhibitions and award schemes
- Perform coordination and supervisory functions to the Business Information and Market development section initiatives at KAM for the benefit of the industry and other target sectors;
- Support KAM fund raising initiatives for sustainability of KAM Consulting unit;
- Improve quality of information held by KAM towards commercialization activities
- Deputize the Unit Head in implementing the KAM Consulting initiatives to ensure all KAM C functions remain viable revenue centers
- Perform any other duty assigned by the Chief Executive.

Qualifications

- Degree in Marketing/Education /Business Administration
- A professional qualification in Marketing is an added advantage
- At least 5 years experience in Marketing and communication
- Middle level management experience for at least 3 years
- Stakeholder management skills
- Event management experience