

Vacancy Announcement

The Kenya Association of Manufacturers (KAM) is a business membership organization representing over 750 leading manufacturing and value-add companies in Kenya. We seek to competitively fill the following position:-

Title: Marketing & Business Development Manager

Reporting to: Head of KAM Consulting **Location:** Nairobi **Contract Type:** Permanent Contract

Job Purpose: To Support the KAM C Unit by providing leadership in; business development, export market development and promotion, KAM Consulting products and services development, marketing and sales of KAM C products and services, delivery of KAM C services to members and generation of revenue for KAM sustainability.

Key objectives

- Marketing of KAM Consulting products and services
- Develop and Sale new innovative products to generate new revenue streams
- Support Execution of KAM Consulting Flagship Events
- Support development and roll out of publicity and communication plans for the team

Duties & Responsibilities

- Oversee and champion export market development and promotion for the KAM members and the industry
- 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 interest, 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 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.

Person Specification /Requirements:

- Degree in Marketing/Education /Business Administration
- A masters degree in a relevant field is an added advantage
- A professional qualification in Marketing, affiliation to a professional body is added advantage
- Over 7years experience in Marketing and business development practice, 5 of these middle level management with a reputable organization operating in a comparable sector.
- Stakeholder management skills
- Event management experience
- Good knowledge of the manufacturing industry.

How to Apply:

Interested and qualifying candidates should complete the online form (**Click Link [here](#) to apply**) and submit their CV and application letter only to hr@kam.co.ke indicating the words **“Marketing and Business Development”** on the email subject line so as to reach us **not later than July 29, 2021. Only the shortlisted shall be contacted.**