

## **MARKETING POSITION VACANT**

The Kenya Association of Manufacturers (KAM), established in 1959, is a membership organization representing over 750 leading manufacturing and value-add companies in Kenya. KAM is seeking to competitively fill the following vacant position:-

**Title:** Market Development Officer **Reports to:** Marketing & Business Development Manager  
**Contract Type:** Permanent Contract **Location:** Nairobi

### **Job Purpose:**

This position is responsible for building and supporting Information Systems solutions to meet changing business demands.

### **Key Objectives:**

- Timely implementation
- Records management
- Business growth

### **Duties and Responsibilities**

The specific duties and responsibilities will include, but not limited to the following:-

- Developing a well-defined Business information services to support KAM membership
- Establishing and updating knowledge management portal for business continuity
- Introduction and uptake of additional business services as well as increased uptake of already existing services e.g. KAIZEN events, lean manufacturing and other productivity related programs/certifications.
- Developing and implementing a market penetration strategy for BIS services covering all pillars related to KAM: membership, policy advocacy and communication
- Plan and organize outward trade missions to markets of interest to KAM members to grow access to markets and identify investment opportunities
- Establish sector based needs for members on market access and market expansion opportunities locally and internationally
- Design relevant communication tools for BIS services to enhance corporate brand and country image locally, regionally and internationally
- Articulate membership issues and offer advocacy support to members in collaboration with PRAU
- Identify and engage the relevant government agencies, regulatory authorities, business associations and other stakeholders to support industry development and market growth.
- Research and advise on global, regional and local BIS trends and establish market share for Kenyan products in different countries
- Liaise with KAM's Communication and PRAU to prepare quality information materials, position papers, communication, and media responses on BIS Issues;
- Facilitate Business to Business cooperation towards promoting market linkages locally and internationally and strengthen distributorship networks for members
- Analyze competition for Kenyan products locally and internationally to help shape KAM Consulting strategy
- Perform other duties as may be assigned by the CEO.

### **Person Specification and Attributes:**

- i. Degree in Bachelor's degree in marketing, business management or its equivalent, and a Diploma in marketing will be an added advantage
- ii. Over Five (5) years market development experience in a membership-based institution and experience in advocacy
- iii. Excellent interpersonal skills

### **How to Apply:**

Interested and qualifying candidates should complete the online application form and submit their CV and Application letter only to [hr@kam.co.ke](mailto:hr@kam.co.ke) indicating the words "Market Development Officer" on the email subject line so as to reach us **not later than January 26, 2022** Click on Link [here](#) to apply: **Only the shortlisted shall be contacted.**