



Internship: Kaizen Congress Marketer

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: Intern – Kaizen Congress Marketer

Department: KAM Consulting Unit

Reporting to: Marketing & Business Development Manager

Supervises: None

Location: Nairobi

Contract Type: 3 Months Contract

Job Purpose: To support KAM consulting unit to organize and manage Kaizen Conference 2022 scheduled to take place from **21st - 22nd July 2022**. The objective of the role will be to increase uptake of lean manufacturing and productivity improvement practices among manufacturers.

Key Objectives

- Engage and build relationships with senior executives of organizations
- Strategize and collaborate with the team to drive attendance
- Advise your accounts on the role of Kaizen Congress as it aligns with their mission priorities.
- Generate revenue through attendance of participants and ensure target number attend the congress.

Duties & Responsibilities

- Clean the existing database and enhance it for optimal output.
- Market the Kaizen productivity program to KAM members and non-members.
- Meet with clients virtually or make sales visits
- Make the Kaizen Annual Congress presentation to KAM members
- Maintain accurate records and an up-to-date database
- Negotiate contracts and packages and close in
- Work towards the monthly and overall project targets
- Liaise with Members to increase participation in the Annual Congress.
- Debt collection for all participants to ensure all obligations are met.
- Perform any other duties as may be assigned by the Chief Executive

Requirements and Personal Attributes:

- Excellent sales skills including telemarketing.
- Experience in email marketing, database management & digital marketing skills
- Effective organizational skills, team player, keen attention to details and ability to multitask.
- Excellent relationship management and networking skills
- Excellent presentation & negotiation skills
- Excellent verbal and written communication skills
- The ability to work as part of a team and on own initiative



- Advanced training or experience in Sales or Marketing fields an added advantage

How to Apply

Interested and qualifying candidates should complete the online application and submit their CV and Application letter only to hr@kam.co.ke indicating the words “Kaizen Intern” on the email subject line so as to reach us not later than **19th April 2022**. Click [here](#) to apply. Shortlisting shall be on a rolling basis and only the shortlisted shall be contacted.