



## VACANCY: MARKET DEVELOPMENT OFFICER

The Kenya Association of Manufacturers (KAM) is a business membership organization representing over 1000 leading manufacturing and value-add companies in Kenya. We seek to competitively fill the following position: -

**Title: MARKET DEVELOPMENT OFFICER**

**Reporting to:** Business Development Manager

**Location:** Nairobi

**Department:** KAM Consulting Unit

**Supervises:** None

**Contract Type:** 2 Years Renewable

### **Job Purpose:**

To support KAM consulting unit in the Business Information Services Section through promotion of Manufacturing Expos, Conferences and Seminars with expected outcomes as follows: -

### **Key Objectives**

- Delivery of Annual National and Regional Manufacturing Sector Exhibitions, Conferences, and seminars
- Increase brand visibility of events and effective engagement of members
- Timely delivery of the annual workplan objectives, activities, and targets

### **Duties & Responsibilities**

- Identify and engage industries and relevant stakeholders to promote and increase consumption of locally manufactured goods in Kenya
- Promote the Annual Kenya Manufacturing Summit and Expo (Changamka) to all stakeholders for support and participation.
- Market and sell exhibition booths and attract sponsors for events such as Exhibitions/Trade Fairs, Conferences, and workshops
- Facilitate Business to Business cooperation during sectoral and national Exhibitions
- Raise the profile and Increase brand visibility of Changamka and other regional exhibitions
- Generate revenue through various revenue streams to achieve annual sales targets
- Effective Debt Collection to ensure all obligations are met.
- Perform any other duties as may be assigned by the Chief Executive

### **Requirements and Personal Attributes:**

- Bachelor's Degree in Commerce, Sales, Marketing or Business Development
- Event management and organizational skills
- Good planning and budgeting skills
- Good Selling and negotiation Skills
- Collaborator, keen attention to details and ability to multitask.
- 3 years of related experience is an added advantage

**How to Apply:**

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 as to reach us not later than **December 20, 2022**. Click on Link here to apply. **Shortlisting shall be on a rolling basis and only the shortlisted shall be contacted.**

