



Chief Commercial Officer - JML

JML-SS-CCO-05-20 | Management & Business Development | Full-Time | Posted on June 8th, 2022 | Expires on June 2nd, 2020

Job Purpose:

Responsible for commercial strategy thatÂ support marketing, sales, product development and customer serviceÂ with the aim of driving business growth and market share for the Jamii Milling LimitedÂs products.

Duties/ Responsibilities:

- Lead development of the Mill's sales and marketing strategy with an emphasis on achieving aggressive sales growth, profitability, customer satisfaction and market penetration with emphasis on cost - effective market demand generation;
- Develop practical commercial strategies for business optimization and profit enhancement;
- Develop and implement a route to market strategy to enhance and grow the Mill's position, market share and profile.
- Directly responsible for delivering top line revenue across the country;
- Provide infrastructure and logistic solutions and coordinate the business relationships with stores, wholesalers, supermarkets and other outlets;
- Develop and monitor benchmarks on competitor pricing, capabilities, product features and benefits;
- Maintain market position by identifying, qualifying and quantifying market specific opportunities for new business generation;
- Coordinate all marketing and media efforts on behalf of the Jamii Milling Ltd across the country;
- Identify key contributors to gain knowledge and define strategies for business growth.
- Utilize diverse marketing methods and tactics including advertising campaigns, public relations, marketing communications, social media and web-based solution;
- Maintain customer account details that is defined by volume price and strategic benefits as well as identify new customers and map their routes, product needs and develop monitoring strategies that will lead to order fulfilment;
- Effectively use of communication channels for proper coordination within the milling and other partnership;
- Generate sales report on daily, weekly and monthly basis for business planning and analytical presentation and decision making;

Job Specifications (Qualifications (Academic & Professional), Trainings & Work Experience:

- Bachelor's degree in Commerce, Marketing or any other business course;
- Possession of an advanced degree and / or masters and membership of a Professional Body will be desirable;
- Proven work experience in a FMCG set up preferable in a milling company
- Knowledge of different types of media channels
- Must have at least eight (8) years of work experience
- Proficiency with computers;
- Ability to use computers, communications equipment, digital media or online side;

- Proven presentation skills;
- Ability to contribute to a team environment;
- Ability to work under pressure and meet deadlines.
- Demonstrable experience with building effective advertising campaigns
- Experience with budget planning and KPIs
- Ability to manage and combine data

Knowledge & Competencies:

- Think analytically and conceptually
- Creativity & Innovation
- Strong decision-making skills
- Excellent communication skills
- Good strategic business planner
- Information seeking and business savvy
- Accuracy and quality assessment
- Work Ethics & Value Proposition
- Team Work
- Listener Focus and awareness
- Staff Development

Location: Eldoret

Department: Sales

Job Type: full-time