

JOB TITLE: RELATIONSHIP OFFICER- BUSINESS DEVELOPMENT (3 posts)**JOB PROFILE**

Job Title:	RELATIONSHIP OFFICER- BUSINESS DEVELOPMENT
Job Reference	TSCCS.R.O.BDO.9/2024
Department:	MARKETING
Direct Reporting to:	HEAD OF MARKETING
Location	BRANCH/REGION

JOB DESCRIPTION

The incumbent is expected to work to improve on the SACCO's market position and grow revenue. This person must implement long-term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals as well as maintain extensive knowledge of current market conditions.

DUTIES

- To prospect for new members by networking, cold calling, advertising or other means of generating interest from potential clients. Use of persuasive approaches and pitches that will convince potential clients to do business with the SACCO.
- Develop a rapport with new members and provide support that will continually improve the relationship. Will also be required to grow and retain existing accounts by presenting new solutions and services to members. Collaborate with mid and senior level management, marketing, technical staff as well as the sales team.
- Plan, manage, and coordinate the activities of the sales teams in the branch/region and account for their target achievement in the region. Develop a pipeline of new business coming into the SACCO in the various regions and Coordinate with both the Branch Manager and the Marketing Manager to close on any business opportunity.
- Present business development training and mentoring to sales executives and other branch staff. Ensure all team members represent the company in the best light.
- To work with the Branch team, marketing staff, and other managers to increase sales opportunities and thereby maximize revenue for the SACCO. To identify potential new customers, make presentations to them, convert business opportunities and continue to grow business in the future.
- Assist in setting up meetings between members, decision makers and SACCO's management team.
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- Attend industry functions, such as association events, conferences and marketing campaigns, and provide feedback and information on market and creative trends.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales
- Any other duty that may be assigned by the Head of Marketing, Marketing manager or any authorized officer.

BACKGROUND REQUIREMENTS

- 1) Proven experience in a similar role
- 2) Ability to meet sales targets and goals
- 3) Results driven and customer focused
- 4) Must be empathic to Customer needs
- 5) Be decisive and possess quick judgment skills
- 6) Possess excellent business writing skills
- 7) Be proactive and possess initiative
- 8) Have excellent communication and presentation skills
- 9) Must be self- motivated

PREFERRED QUALIFICATIONS

Education: Formal Qualifications

- Have a Bachelor's degree or diploma in relevant field.
- A relevant Professional qualification will be an added advantage
- At least (4) years previous experience in the fields of sales/sales management/sales support/Marketing
- KCSE C (Plain) with C (plain) in English
- Be 26-35 years of age

DISCLAIMER

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Only shortlisted candidates will be contacted and they will be required to provide the following upon being successful;

- 1) Clearance certificate from the Ethics & anti-corruption commission (EACC)
- 2) Tax compliance certificate from the Kenya Revenue Authority (KRA)
- 3) A valid certificate of good conduct
- 4) Clearance certificate from the Higher Education Loans board (HELB)
- 5) Clearance certificate from the Credit Reference Bureau (CRB)