



CAREER OPPORTUNITY

BUSINESS DEVELOPMENT EXECUTIVE – SATELLITE OFFICES- UCSCS/HR/BDM/13/2023, 5 POSITION

Location: Migori, Bungoma, Mwingi, Narok, And Kilifi

Position Type: Contract

About Us: Ukulima Sacco Society Limited is a leading Cooperative Society (Sacco) committed to providing innovative and customer-centric financial solutions. With a strong presence within the County, the Sacco is expanding its reach by establishing Satellite Marketing Offices to enhance business development efforts and serve our members better.

Job Overview: We are seeking A local, dynamic and result-oriented individuals to join our team as Business Development Executives for our Satellite Marketing Offices in **Migori, Bungoma, Mwangi, Narok, and Kilifi**. The selected candidates will play a crucial role in driving business growth, acquiring new customers, enhancing member service and promoting the Sacco's products and services in the designated satellite locations.

Responsibilities:

1. Business Development:

- I. Identify and pursue new business opportunities within the satellite location.
- II. Develop and implement strategic plans to achieve business targets and increase market share.
- III. Build and maintain strong relationships with members, local businesses, organizations, and community leaders.

2. Customer Acquisition:

- I. Recruit new members in the designated region
- II. Work towards achieving customer acquisition goals through effective sales strategies.
- III. Submit data sheets to various employers within the region
- IV. Actively engage with potential members to promote the Sacco's products and services.
- V. Conduct marketing activations and campaigns to promote the Sacco's offerings and benefits.

3. Marketing and Promotion:

- I. Plan and execute marketing initiatives to raise awareness of the Sacco presence in the satellite location.
- II. Collaborate with the marketing team at the Headquarters and the branch level to develop promotional materials tailored to the local market.

III. Organize and participate in community events to enhance brand visibility.

4. Market Research:

- I. Stay informed about local market trends, competition, and customer preferences.
- II. Provide feedback to the Regional Marketing Coordinator to enhance offerings based on local insights.

5. Reporting and Analysis:

- I. Prepare regular reports on activities, achievements, and challenges to the Regional Marketing Coordinator.
- II. Analyze performance metrics to identify areas for improvement and implement corrective measures.

6. JOB REQUIREMENTS:

- I. Bachelor's Degree in any of the following disciplines, Marketing, Business administration/management, cooperative management or entrepreneurship
- II. Diploma in Sales & Marketing or any other related course.
- III. Four (4) years practical and proven In Business Development, sales & Marketing experience in Banks, MFI, or Sacco's.
- IV. Minimum KCSE Mean Grade C

This a 3 Years' Contract Renewable annually subject to satisfactory performance
The interested candidate must be ready to work and reside within the specified region.

Interested applicants should submit their application letter clearly marked with the position applied for and the region and detailed CV indicating current position, qualifications, work experience, scanned copies of certificates, testimonials and National identity card with day telephone contacts and names and contacts of at least three (3) referees which should be sent to recruitment@ukulimasacco.coop and hard copies sent to the following address and which must be received not later than **Friday , 5th January 2024.**

**The Chief Executive Officer
Ukulima Sacco Society Limited
P. O. Box 44071- 00100
NAIROBI**

Only shortlisted candidates shall be contacted

Ukulima Sacco is an Equal Opportunity Employer (EOE) and committed to diversity and gender equality.

Canvassing will lead to automatic disqualification.

UKULIMA SACCO IS ISO 9001:2015 CERTIFIED