



Sales and Marketing Lead

Background

The Action Foundation (TAF) is a community-driven organization registered in Kenya to end exclusion, discrimination, and violence towards children, women, and girls with disabilities in marginalized communities. We work to reach those furthest from necessary services and opportunities by working with their caregivers and the community around them. This helps these vulnerable groups build better lives for themselves, grow their resilience, and cultivate lasting change. Our mission is to build inclusive and resilient communities where children, women, and girls with disabilities can thrive. We envision a fully inclusive Africa where children, women, and girls with disabilities can realize their maximum potential.

TAF runs a social enterprise, **PAA**, to support its interventions. The enterprise sources markets for products made by caregivers of children with disabilities and women with disabilities. These products include corporate and conference branding merchandise, occupational therapy devices (rollers, wedges, steppers & special seats), and learning support materials (puzzles, letters, numbers & games).

Purpose

TAF is excited to announce that we are looking for a Sales and Marketing Lead for our social enterprise, **PAA**.

The Sales and Marketing Lead will be responsible for generating leads and increasing sales by developing and maintaining client relationships. In addition, they will recommend and implement marketing strategies designed for the target market.

The Sales and Marketing lead will report directly to & communicate with the Director of Finance and Operations on all pertinent sales & marketing, customer matters, products, prospects, and market trends.

Duties and responsibilities

- i. Create and oversee marketing campaigns.
- ii. Grow and maintain PAA's presence on social media
- iii. Handle full spectrum of sales and marketing roles, e.g., identifying prospective customers, lead generation, and sales conversion.
- iv. Responsible for day-to-day sales operations.
- v. Meet and exceed sales goals.
- vi. Develop sales pitches to sell products.

- vii. Collaborate with colleagues to update the customer database, maintain the ideal inventory level, and protect business assets, including cash, social media content creation, customer testimonial collection, and market research.
- viii. Generate daily, weekly and monthly reports and submit them to the management.
- ix. Maintain contact list and follow up with customers to continue building relationships.
- x. Recommend marketing strategies to target a specific target market.
- xi. Help determine pricing schedules for quotes, promotions, and activation.
- xii. Document customer details, their needs, and any other data as required.
- xiii. Adhere to implementing processes and procedures around sales, marketing, inventory, and customers.
- xiv. Ensure timely service delivery to customers
- xv. Builds and strengthens relationships with existing and new customers to enable future bookings. Activities include sales calls, sales trips, trade shows, etc.
- xvi. Develops relationships within the community to strengthen and expand the customer base for sales opportunities.
- xvii. Assists in the development of marketing/sales strategy for the property.
- xviii. Follows up on sales leads.
- xix. Identifies new business to achieve revenue goals.
- xx. Understand the overall market - competitors' strengths and weaknesses, economic trends, supply, demand, etc., and know how to sell against them.
- xxi. Understand the primary target customers and service expectations; serve customers by understanding their business, business issues, and concerns to offer better business solutions.
- xxii. Supports the organization's service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience.
- xxiii. Executes and supports the organization's customer service standards.
- xxiv. Interacts with customers to obtain feedback on product quality and service levels.

Experience, Qualifications, and Skills Required

- i. Bachelor's degree in Marketing, Advertising, Sales, or a related field.
- ii. Proven work experience as a Sales and Marketing lead or a similar position in the Sales Department.
- iii. Understanding of the various marketing, sales process & dynamics.
- iv. Understanding and knowledge of Customer Relationship Management.
- v. A result-driven and organized individual.
- vi. A commitment to excellent customer service.
- vii. Excellent written & verbal communication skills.
- viii. Proficiency in Microsoft Office Tools.
- ix. Outstanding project management skills.
- x. Demonstrate excellent leadership skills.
- xi. Ability to work under pressure.
- xii. Ability to work independently as well as in a team environment.
- xiii. Good negotiation and sales skills.

Remuneration & Benefits:

A salary package commensurate with experience and sales commissions will be provided as remuneration, with an Initial six-month (renewable) contract.

Note: -

- Applications will be reviewed on a rolling basis;
- Only Shortlisted candidates will be contacted.
- Persons with disabilities are encouraged to apply.
- **No application or interview fees are required.**

Application Process

Qualified and interested applicants to send CV and Cover letter to **info@blumeafrica.co.ke** and cc to **careers@theactionfoundationkenya.org** with the email subject indicated as **“Sales and Marketing Lead”** before 5 pm E.A.T Tuesday 13th September 2022.