

Principal Officer, Business Development-Retail-CPF/POBD- R/APK/24

Job Title:	Principal Officer, Business Development-Retail
Department:	Operations and Marketing
Section/Unit	Business Development-Retail
Reports to:	Unit Manager, Retail (I/II)
Direct Reports:	Senior Officer, Business Development-Retail Officer, Business Development-Retail
Location	Nairobi
Contract Duration	6 years
Job purpose:	
This position is responsible for enhancing the current products and services by undertaking research activities and supporting the development of new products and services through research and analysis.	
Key duties and responsibilities:	
<ol style="list-style-type: none"> 1. Identify new business and develop relationships with prospective customers in conjunction with the Unit Manager (I/II) 2. Prepare and present research proposals to senior management for approval. 3. Co-ordinate and manage all research work conducted internally and by external service providers 4. Monitor new trends and opportunities in the market and advise management 5. Manage quality and ethical conduct of research work to protect the brand equity. 6. Design and implement a feedback mechanism for all company products and services 7. Conduct Customer Satisfaction Surveys. 8. Conduct Market Intelligence on competitors and make recommendations 9. Conduct Market Segmentation and make recommendations on positioning for each product and service 10. Use analytics systems and tools to monitor Company performance and business units performance 11. Use market and customer analytics results to design new products and enhance existing ones 12. Profile all retail clients based on available data 13. Monitor the performance of products, enhancements and obsolescence 14. Support new product development launch in liaison with other departments 15. Support sales and marketing by offering product and services training. 16. Use analytics systems and tools to make inferences and give insight to senior management. 	

17. Prepare and present daily / weekly/monthly reports to senior management for decision making.
18. Perform any other duties as may be assigned from time to time.

Knowledge, experience, and qualifications required

Academic and Professional Qualifications/Memberships to professional bodies:

1. A Bachelor's Degree in Business Management, Business Administration, Sales and Marketing, Commerce or a related field.
2. Professional qualification in Chartered Institute of Marketing Diploma (CIM) or its equivalent
3. Member of the chartered Institute of Marketing or its equivalent

Experience Required:

1. At least 6 years' relevant experience, in a similar organization or busy function.

Role Competencies

Technical Competencies:

1. Organizational and presentation skills
2. Knowledge of relevant laws and regulations
3. Project Management Skills
4. Knowledge of the sales process
5. Knowledge of the marketing process and segmentation
6. Relationship management and negotiation skills
7. Business acumen
8. Cost Management
9. Accounting and Financial acumen
10. Knowledge in conducting research and tools used
11. Return on Investment and Data Analysis skills

Behavioral Competencies:

1. Customer Focus
2. Cultivate Innovation
3. Drives Results
4. Collaborates
5. Action Oriented
6. Technology Savvy

Key Stakeholders

Internal

1. Managers
2. Department staff
3. Internal Staff

External

1. Customers
2. Regulatory bodies
3. Research agencies