

Manager, Business Development and Marketing

Job Title:	Manager, Business Development and Marketing
Directorate/Division:	LASER
Section/ Unit:	Business Development and Client Experience-LASER
Location:	Nairobi
Reports to:	<ul style="list-style-type: none"> ● Director, LASER
Direct Reports:	<ul style="list-style-type: none"> ● Principal Officer, Business Development and Client Experience
Job Grade:	JG 5
Job purpose:	
<p>This role is responsible for driving client acquisition to grow LASER Property Services' product revenue, volume, and market share through assessment of opportunities and target markets, maintain and develop existing and new customers through appropriate propositions.</p>	
Key duties and responsibilities:	
<ol style="list-style-type: none"> 1. Develop and maintain a network of contacts with owners, investors, and end-users important to business development. 2. Develop and manage marketing strategies to compete with other individuals or companies in the property services market. 3. Manage acquisition of new business by continuously identifying and engaging potential clients which will help to achieve the Laser Property Services sales targets. 4. Develop marketing strategies to compete with other individuals or companies in the property services market. 5. Develop strategies to realise commercial opportunities and minimise risks to the business. 6. Prepare competitive tenders and quotations for potential customers and follow up to increase the hit rate. 7. Manage and enhance relationships with clients to achieve high customer service standards including handling and resolving customer complaints. 8. Customise LASER Property products and services in line with the market changes and customer requirements. 9. Continuously gather market intelligence to identify specific needs of prospects and customers. 10. Develop Laser Property Services marketing strategies and oversee advertising placement and budget 11. Oversee the negotiations surrounding the sale and purchase of real estate projects. 12. Create, develop, and exploit commercial opportunities to increase the CPF Financial Services' income through existing and potential new clients with whom you will target, initiate, and develop business relationships. 	

13. Develop goals for the development team and business growth and ensure they are met.
14. Identify and document risks related to the Business Development and Client Experience services, processes, and products within the risk register.
15. Develop appropriate risk responses for identified risks to ensure the risks are mitigated and eliminate any possibility of recurrence.
16. Report any occurring risks regularly to the Head of Business Development, Retail/Commercial and the Risk Division.
17. 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. Bachelor's Degree in Land Economics, Real Estate, and related field
2. Master's Degree in relevant field will be an added advantage
3. Certificate in Real Estate Management or any relevant professional qualification/certification
4. Diploma in Sales and Marketing and Management will be an added advantage

Experience Required:

Must have served in the position of Manager II, Business Development & Client Experience for a period of three (3) years or At least 8 years' relevant work experience, three (3) of which should have been in a managerial role in a reputable organization.

Role Competencies

Technical Competencies:

1. Real estate & Advisory
2. Property investment
3. Corporate research techniques
4. Business growth
5. Strategic planning
6. Property market operations
7. Sales and marketing

Behavioral Competencies:

1. Relationship management
2. Market intelligence
3. Customer Focus
4. Cultivate Innovation
5. Drives Results
6. Collaborates
7. Stakeholder Focus