



LIMURU DAIRY FARMERS CO-OPERATIVE SOCIETY LTD.

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We are inviting applications from suitable applicants to fill one position of a

Sales and Marketing Officer

Job Duties

- Develop and evaluate comprehensive marketing strategies, including pricing models and product or service distribution plans.
- Plan, manage, and coordinate marketing activities to achieve business objectives.
- Analyze market, economic, and industry trends; forecast sales and monitor business and economic developments.
- Conduct market research to identify and establish new business connections.
- Design and implement promotional campaigns and advertising strategies.
- Participate in or provide guidance for trade shows and other promotional activities.
- Drive growth in the number of customer accounts and enhance brand visibility for company products.
- Optimize Route-to-Market (RTM) and Territory Management strategies.
- Build and maintain strong relationships with wholesalers, distributors, and retailers.
- Maintain accurate records of sales activities, including sales calls, presentations, closed deals, and follow-ups within assigned territories.
- Supervise and support merchandisers and field staff to meet sales targets.
- Develop and maintain positive relationships with customers and business partners.
- Assign clear performance targets to merchandisers and sales representatives.

Qualifications

1. Diploma or Degree in Marketing, Business Administration, Economics, Entrepreneurship, or a related field.
2. Proficiency in computer applications.
3. A minimum of two years of experience in the FMCG sector, with a focus on General Trade (GT), Modern Trade (MT), or HoReCa channels, preferably within the dairy industry.
4. Exceptional interpersonal and communication skills.
5. Strong understanding of customer and market dynamics and requirements.
6. Ability to work collaboratively within a team environment.
7. Highly motivated and results-driven individual with a proven track record in sales.
8. Professional and presentable at all times.

Results-oriented candidates are strongly encouraged to apply.

How to Apply:

Please submit your resume and a cover letter outlining your relevant experience and qualifications to: The Human Resource Officer by Monday, February 3, 2025. Applications can either be delivered to Limuru Dairy Farmers' Cooperative Society Limited, 4th Floor, Maziwa House, or sent on email address: infolimurud@gmail.com