



JAMII CO-OPERATIVE SAVINGS AND CREDIT SOCIETY

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CAREER OPPORTUNITIES

Jamii Sacco is a Deposit Taking Sacco (DTS) registered under the Cooperative Societies Act Cap 490 (Amended 2004) of the laws of Kenya and licensed by SASRA. The objectives for which the Society was established are to organize and promote the quality of life of the members by providing quality financial services.

POSITION	JOB SUMMARY
Principal Officer Sales & Marketing Grade - JS -5	Reporting to the Chief Manager Operations, the job holder will develop and implement marketing and product strategies that will support the SACCO's drive for business growth while underpinning its objectives of superior service, increased brand equity, and sustainable profitability.

VACANT POSITION DETAILS

The following position is vacant and the Sacco is seeking to fill:

REF. JSS/HR- PO.SM JS-5/2024

Position: Principal Officer Sales and Marketing
Grade: JS- 5
Division: Operations
Job Type: Contract – Three (3) Years renewable based on performance
Location: Nairobi

JOB PURPOSE

Reporting to the Chief Manager Operations, the job holder will develop and implement marketing and product strategies that will support the SACCO's drive for business growth while underpinning its objectives of superior service, increased brand equity, and sustainable profitability.

FUNCTIONS / KEY RESULTS EXPECTED

The Jobholder is responsible for:

1. To plan, implement, co-ordinate and review the Sacco's marketing strategies.
2. To lead in the creation of a Marketing Strategy for the SACCO and ensure that all key SACCO stakeholders are engaged in this process.

3. To identify, explore and develop appropriate new business opportunities for the SACCO – in both income-generating and service provision areas – through networking, representing SACCO at events, marketing and research.
4. To lead on the design and implementation of appropriate monitoring and evaluation procedures for all SACCO services.
5. To collate and analyze both quantitative and qualitative data to provide regular reports to management.
6. To keep up to date with trends and developments in monitoring and evaluation including Impact Assessment Measurement, Social Return on Investment etc.
7. To work with the Marketing team to analyze market needs and trends, and identify and deliver marketing strategies and initiatives.
8. To supervise external communications with consultancy teams in planning and implementing marketing of SACCO events and programs including authorized media releases and other activities. Promote the SACCO to members ,beneficiaries, local communities and partners
9. To implement and manage the SACCO brand strategy in order to communicate a consistent and strong brand message and image to SACCO members, stakeholders and the broader public.
10. To ensure high level of Member service to ensure Member's loyalty, satisfaction and retention.
11. To develop a growth strategy focused both financial gain and customer satisfaction.
12. To lead the design and implementation of a marketing strategy for the SACCO, encompassing traditional and digital channels, including the commissioning and management of suitable suppliers and other service providers.
13. To increase level of member awareness of the SACCO and positive association with the brand and adoption and compliance within the brand guidelines by stakeholders.
14. To regularly visit organizations and investment groups to evaluate their needs as they relate to day to day operations, member service and marketing.
15. To develop training materials, and to conduct product and service training programs to members.
16. In collaboration with the Chief Manager Operations to regularly review and update existing member products and services that are market oriented
17. To identify localized marketing requirements in the defined geographical area complementing the centralized marketing efforts of the SACCO as a whole.
18. To develop an annual Marketing plan which should detail the year's activity to meet agreed SACCO objectives as per the Business plan and Strategic Management Plan.
19. To ensure staff performance standards, KPI's are established, signed and communicated to staff and ensure targets are achieved.
20. To establish, oversee and implement member compliance handling procedures and ensure prompt investigation, research and response to member complaints/concerns.

IMPACT OF RESULTS

Leads to overall attainment of the SACCO's short and long term strategic goals with particular emphasis on the membership growth, quality service and patronage of SACCO products and services.

QUALIFICATIONS & REQUIREMENTS

- ❖ Bachelors Degree in Sales & Marketing or a Bachelors Degree in a Business related field
- ❖ Diploma in Marketing
- ❖ Member of Marketing Society of Kenya (MSK) or Chartered Institute of Marketers (CIM) will be an added advantage
- ❖ 5 years' relevant working experience

KEY SKILLS AND COMPETENCES

- Communication and interpersonal skills
- Collaboration, selling and negotiations skills
- Planning and organizing skills
- Analytical, problem solving and decision making skills

OTHER REQUIREMENTS COMPLIANCE TO CHAPTER SIX OF THE KENYAN CONSTITUTION:

- ❖ Police clearance certificate (Certificate of Good Conduct)
- ❖ Tax compliance certificate from the Kenya Revenue Authority (KRA).
- ❖ Clearance certificate from the Ethics and Anti-Corruption Commission (EACC).
- ❖ Clearance certificate from Credit Reference Bureau (CRB)

METHOD OF APPLICATION

Applications with detailed CV indicating current position and remuneration, notable achievements, work experience, copy of National identification card, copies of academic and professional qualifications, testimonials, names of three (3) referees two (2) of whom must have supervised the candidate at some point, telephone contact, email address, should be addressed to the following:

The Chief Executive Officer,
Jamii Sacco Society Ltd,
P O Box 57929-00200
NAIROBI

or

recruitment2024@jamiisacco.com

The envelope clearly marked with the reference number should be received on or before 5th February 2024 at 12.00 noon. Kindly note that only short-listed candidates shall be contacted.

Jamii Sacco Society is an equal opportunity employer and any canvassing will lead to automatic disqualification.