

Field Marketing Officer – Mobility at M-Kopa Solar

[Apply Now](#)

Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

(adsbygoogle = window.adsbygoogle || []).push({});

M-KOPA's mission is to make high quality energy affordable to everyone. OUR GROWTH SO FAR... M-KOPA has connected more than , homes in Kenya, Tanzania and Uganda to solar power with over new homes being added every day.

Job Purpose

We are looking for a Field Marketing Officer within the Mobility Department who is resourceful, organized, and proactive about getting things done. You will play a vital role in supporting and implementing our sales activities to drive the sales of electric motorbikes. Your main objective will be to execute sales & marketing strategies, generate leads and contribute to achieving sales targets.

The position will report to the Mobility Sales Operations Manager.

This is a #Onsite role.

Responsibilities:

Sales Execution: You will execute sales strategies to promote and sell electric motorbikes to potential customers. Conduct field visits and community meetings and engage with customers to understand their needs, address inquiries, and provide product demonstrations. Meet or exceed sales targets through effective lead generation, prospecting, and sales closure.

Lead Generation and Conversion: You will identify and qualify potential leads through various channels such as field visits, customer referrals, partner networks, and local communities. Build relationships with potential customers, understand their requirements, and guide them through the sales process to ensure a high conversion rate.

Marketing Support: You will support marketing initiatives and campaigns by distributing promotional materials, organizing local events, and participating in trade shows or exhibitions. Collaborate with the marketing team to provide feedback on customer preferences, market trends, and competition insights.

Relationship Building: You will establish and maintain strong relationships with customers, local communities, local leaders and influencers, and relevant institutions. Leverage these relationships to generate leads, build brand loyalty, and enhance M-KOPA's market presence.

Product Knowledge: You will stay up to date with product features, benefits, and industry trends related to electric motorbikes. Effectively communicate the value proposition and benefits to potential customers, addressing any concerns or objections they may have.

Reporting and Data Collection: You will collect relevant data during field activities, including customer feedback, stage mapping, market insights, and competitor information. Prepare regular reports on sales activities, lead generation, and sales conversion rates. Provide insights and recommendations to the Sales Operations Manager for continuous improvement.

Training and Development: You will continuously enhance your sales skills and product knowledge through training programs and workshops. Share best practices and contribute to the development of sales strategies within the team.

Compliance and Ethics: You will conduct all activities in compliance with company policies, local regulations, and ethical standards. Uphold the company's values and maintain professionalism in all interactions with customers, stakeholders, and team members.

You Might Be A Good Fit If You:

Have a Diploma or Degree, preferably in Sales, Marketing, or a related field.

Have the ability to work with Excel and mobile sales tools.

Have a minimum of 1 year of professional experience in sales, marketing, or related field.

Have previous experience in direct-to-consumer sales, particularly in the automotive industry, is preferred.

Are highly motivated by excellence and hitting targets and being resourceful to figure out how to do so.

Love translating insights from the field into new sales initiatives and process improvements.

Pride yourself on finding the best way to connect with customers and build trust and relationships.

Are excited by working in a start-up team (within a larger company) to bring a new product division to life.

Are an excellent team player and excellent communication, collaboration & interpersonal skills.

Enjoy working with colleagues across various functions and are flexible to work in a dynamic, evolving mark.

What's in it for you

Great compensation package

Bonus

Annual Leave

Learning & Development Support

[Apply Now](#)

Cross References and Citations:

1. Field Marketing Officer – Mobility at M-Kopa Solar [Professionalnetworkjobs Jobs Kenya](#)[Professionalnetworkjobs](#) ↗

2. Field Marketing Officer – Mobility at M-Kopa Solar [Minneapolisjobs Jobs Kenya Minneapolisjobs ↗](#)
3. Field Marketing Officer – Mobility at M-Kopa Solar [Marketingjobs Jobs Kenya Marketingjobs ↗](#)
4. Field Marketing Officer – Mobility at M-Kopa Solar [HtmljobsJobs Kenya Htmljobs↗](#)
5. Field Marketing Officer – Mobility at M-Kopa Solar [DatasecurityjobsJobs Kenya Datasecurityjobs↗](#)
6. Field Marketing Officer – Mobility at M-Kopa Solar [Highestpayingjobs Jobs Kenya Highestpayingjobs ↗](#)
7. Field Marketing Officer – Mobility at M-Kopa Solar [Indonesiajobs Jobs Kenya Indonesiajobs ↗](#)
8. Field Marketing Officer – Mobility at M-Kopa Solar [AccountingjobsnearmeJobs Kenya Accountingjobsnearme↗](#)
9. Field Marketing Officer – Mobility at M-Kopa Solar [Communityjobs Jobs Kenya Communityjobs ↗](#)
10. Field Marketing Officer – Mobility at M-Kopa Solar [StockholmjobsJobs Kenya Stockholmjobs↗](#)
11. Field Marketing Officer – Mobility at M-Kopa Solar [Pinkcollarjobs Jobs Kenya Pinkcollarjobs ↗](#)
12. Field Marketing Officer – Mobility at M-Kopa Solar [Romejobs Jobs Kenya Romejobs ↗](#)
13. Field Marketing Officer – Mobility at M-Kopa Solar [Industryjobsearch Jobs Kenya Industryjobsearch ↗](#)
14. Field Marketing Officer – Mobility at M-Kopa Solar [Techstartupjobs Jobs Kenya Techstartupjobs ↗](#)
15. Field Marketing Officer – Mobility at M-Kopa Solar [Panamajobs Jobs Kenya Panamajobs ↗](#)
16. Field Marketing Officer – Mobility at M-Kopa Solar [ItalyjobsJobs Kenya Italyjobs↗](#)
17. Field Marketing Officer – Mobility at M-Kopa Solar [CiviljobsJobs Kenya Civiljobs↗](#)
18. Field Marketing Officer – Mobility at M-Kopa Solar [Interiordesignjobs Jobs Kenya Interiordesignjobs ↗](#)
19. Field marketing officer – mobility at m-kopa solar [Jobs Kenya ↗](#)
20. AMP Version of Field marketing officer – mobility at m-kopa solar [↗](#)
21. Field marketing officer – mobility at m-kopa solar [Kenya Jobs ↗](#)

22. **Field marketing officer – mobility at m-kopa solar Jobs Kenya ↗**
23. **Field marketing officer – mobility at m-kopa solar Job Search ↗**
24. **Field marketing officer – mobility at m-kopa solar Search ↗**
25. **Field marketing officer – mobility at m-kopa solar Find Jobs ↗**

Source: <https://ke.expertini.com/jobs/job/field-marketing-officer-mobility-at-m-kopa-solar-kenya-jobwebkenya-49c9c5086f/>

Generated on: 2024-04-28 by Expertini.Com