

Marketing Relationship Officer

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Company: Fuzu

Location: Nairobi

Category: other-general

Job Summary

Contract Type:

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The Marketing Relationship Officer

will be responsible for business development and growth through various initiatives with intention of growing Sacco Market portfolio to achieve the intended financial growth.

The position holder will be expected to use various initiatives to retain and grow membership, grow loan and FOSA products.

Responsibilities

Member retention through relationship management, group and company visitation as per the marketing plan and weekly schedules.

Savings and deposits mobilization of new and existing members

Carrying out recruitment of new members (top premium customers).

Activation of dormant accounts as per the set targets

Continuous and timely marketing of the SACCO products and services.

To enhance growth in quality loan portfolio through creation of awareness of new and existing products to existing and potential members.

Carry out marketing campaigns and ensure they are executed within budget limits

Managing new corporate business relationships, generate and negotiate new income for the Sacco at an agreed growth oriented annual target and follow through on potential new business opportunities

Close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.

Conduct Marketing activities based on knowledge of the customers segments and target market, so as to deliver products and services that satisfy the market segments

Participate in training programs to the Sacco members

Support the development, launching and promotion of new value adding products

Conduct customer satisfaction surveys and recommend ways of improving member satisfaction

Any other duty assigned from time to time

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