

Regional Marketing Manager – SSA at Lucy Electric

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Job Purpose

The Regional Marketing Manager is the “eyes and ears” of the company responsible for building install base market position by locating, developing, defining and where appropriate negotiating, and closing business relationships. To develop and execute plans on regional basis which result in a pipeline of profitable business in the short, medium and long term which is consistent with the 5 year Lucy Electric plan in relation to Products, Services and Markets .

Job Context

The Sub Saharan market presents growth opportunities for Lucy Electric, this roll will require close coordination with the sales teams for Eastern, Southern and Western Africa.

Job Dimensions

The role will be Kenya office/home based. Visits to Lucy Electric offices and customers in the Sub Saharan Africa and overseas locations will be required.

Key Accountabilities

These will include:

Formulate and Follow dedicated & focused Business Plans for new Markets/Market segments and Develop & Execute these in line with the year strategic plan

Responsible for the success for performance and development of the new and potential customers

Prepares action plans by individuals as well as by team for effective search of sales leads and prospects and follow up the same with the RSM

Propose and establish new partnering, licensing and Joint venture agreements for Lucy Products and Services.

Conducts a review with all internal teams to build more effective communications, to understand training and development needs with the focus to productivity and effectiveness, and to provide insight for the improvement of company's sales and activity performance via sales intelligence to enter new markets and/or to acquire new customers.

Provides timely feedback to senior management regarding performances of business Development & Marketing activities/status with business feasibility, overview, and projection.

Support nominated countries in developing and deploying marketing strategies to achieve sales and marketing plans identified through research projects

Actively contribute as the African point of contact to the development plans for new products & solutions with the Global Marketing Team.

Support the global marketing function by implementing global marcomms strategy, locally

Build the regional / country Marcomm plans in line with strategy and objective and ensure that Lucy Electric Products are effectively supported within agreed budget.

Assists in the development and implementation of solution and proposal marketing plans as needed.

Maintains accurate records of all pricings, competitor profiles, and activity reports of new customers.

Qualifications, Experience & Skills

Minimum Qualifications, Knowledge, and Experience

Bachelor Degree in Electrical Engineering or related field from an accredited university,
Master Degree a plus.

Minimum 5 years experience in electrical services sales and marketing

High level of English (spoken and written).

Team player, results-focused, determined, and responsible.

Good people management skills and good customer handling skills.

Computer literacy.

Strategic thinking, enthusiastic, able to work under pressure, initiative and strong analytical skill.

Strong negotiation, interpersonal and communication skills.

Excellent Presentation & Communication skills

Behavioural Competencies

Strong “customer comes first” focus and delivering on commitments

Proactive; takes the initiative and effectively deals with resistance

Assertive, tenacious, and willing to challenge when required

Strong work orientation, taking ownership to deliver on time, every time.

Forms effective relationships with key stakeholders across the matrix

Precise and to the point

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