

Sales and Marketing Executive (Flour) at Summit Recruitment and Search

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Summit Recruitment & Search was established in to address the recruitment, mass recruitment, executive search, outsourcing and training needs of companies based in Kenya or wanting to enter the Kenyan, East African, South African and African market. We have a leading proven track record in our field in South Africa, Uganda, Ethiopia, Tanzania, Rwanda, Nigeria, Zambia, Ghana and many other African countries. We are able to advise on market trends, training requirements, prevailing salaries and offer a complete HR Solution where necessary.

Key Responsibilities:

Increase sales, formulate advertising/ marketing strategies, increase brand awareness, conduct market research and maintain relationship with media and vendors.

Planning, developing and implementing effective marketing communication campaigns.

Conceive and develop efficient and intuitive marketing strategies.

Organize and oversee advertising/communication campaigns (social media, website, TV etc.), exhibitions and promotional events.

Conduct market research and analysis to evaluate trends, brand awareness and competition ventures.

Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities.

Collaborate with managers in preparing budgets and monitoring expenses.

Assisting in the production of ongoing competitor analysis and reporting, with reference to pricing, presentation and promotion.

Responsible for ensuring effective Marketing & Branding campaigns that enhance the image of the Company and its products.

Qualifications:

Relevant bachelor's degree.

Must have 5 years of sales experience sales or marketing in the milling sector, selling or marketing Flour.

Proficient knowledge of Sales Software i.e CRM.

Should have good understanding of market research techniques, data analysis and statistics methods

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