

Sales and Marketing Officer at Bible Translation and Literacy

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

Bible Translation & Literacy is a Christian organization that was established in to facilitate Bible translation and sustainable Literacy and language development programmes among small language groups in Kenya and beyond. These language groups are isolated by harsh climate and rough terrain; many of them are limited in the areas of education and development. BTL is a member of Wycliffe Global Alliance. Vision: To see transformed lives, by the grace of God, when people use God's Word in the language they understand best. Mission: To facilitate Bible translation and sustainable literacy and language development programmes among small language groups in Kenya and beyond, partnering with the Church and others to fulfill the Great Commission.

ROLE:

The Sales and Marketing Officer shall be responsible for coordinating, developing and executing sales and marketing strategies to increase brand awareness and drive revenue growth for BTL products and services which include but not limited to printing work, Bibles, books, drinking water and translation services.

DUTIES AND RESPONSIBILITIES:

Develop and implement effective sales and marketing strategies to achieve revenue targets as per the set goals and plans.

Develop and execute marketing campaigns to drive lead generation and customer acquisition.

Build and maintain relationships with key customers and partners such as schools, churches, bookshops, and any other relevant institutions and business partners to promote the sale and use of BTL products and services.

Collaborate with cross-functional teams to develop and execute sales and marketing initiatives.

Publicize and market BTL products and services through social media, BTL website, person to person and any other forums.

Conduct market research and analyze data to identify trends and opportunities.

Stay up-to-date with industry trends and best practices.

Monitor and report on the effectiveness of marketing campaigns and adjust strategies as necessary.

QUALIFICATIONS:

Bachelor's degree in Sales & Marketing, Business Administration, or related field.

Proven track record of success in sales and marketing roles of at least three years.

Strong communication and interpersonal skills.

Excellent analytical and problem-solving abilities.

Ability to work independently and as part of a team.

Good knowledge of the Microsoft Office suite.

Familiarity with marketing automation platforms and CRM systems.

Strong understanding of digital marketing channels and tactics.

Good networking skills.

Flexible to work extra hours, weekends, and holidays.

Reliable, dependable, faithful and can work under minimal supervision.

Creative, innovative and able to implement ideas that will generate sales and increase

revenues.

Proficiency in driving.

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Cross References and Citations:

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