

## Sales and Marketing Officer at Kenya Red Cross Society

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

Kenya Red Cross is one of the many International Red Cross and Red Crescent Movement societies around the world. The Kenya organisation was established in , The Kenya Red Cross supports and runs a number of projects whilst raising awareness to the Kenyan public about the current issues or problems which may affect them.

#### PRIMARY RESPONSIBILITIES:

Providing technical as well as various application-related support to the sales and marketing teams and customers

Preparing detailed information documents and marketing materials related to products and services

Maintaining pricing information on all products

Conceptualize strategies to market products, generate sales conversions and deliver a superior customer experience

Keeping track of targeted as well as actual sales to determine the extent of marketing support required

Sourcing and storing information about competition products for market research

Participating in product development and go-to-market processes

Identifying new sales and marketing channels and technologies as well as finding the best

solutions to promote the business

Measuring marketing campaigns' performance, budgetary allocations and undertaking campaign enhancement activities for better ROI on marketing expenditure.

Developing marketing strategies, implementing marketing plans, developing sales strategies, maintaining customer relations, tracking sales data and creating sales reports.

Coordinating with media representatives and sponsors.

Creating awareness of the products and services offered by the company.

### **REQUIREMENTS:**

Bachelor's degree in Marketing, Advertising, Sales or a related field.

Proven work experience as a Sales and Marketing Executive or a similar position in the Sales Department.

Demonstrate excellent knowledge of various marketing tactics.

Understanding and knowledge of Customer Relationship Management Software.

A result-driven and organized individual.

Proficiency in Microsoft Office Tools.

Outstanding project management skills

Demonstrate excellent leadership skills.

Ability to work on tight deadline

Ability to work independently as well as in a team environment.

Good negotiation and sales skills.

Knowledge of modern marketing techniques.

High-level of networking skills.

Understanding of commercial trends and marketing strategies.

Good project management skills.

Excellent interpersonal skills.

Excellent negotiation abilities as well as good communication skills.

Possess outstanding sales skills and the ability to work in a team environment as and when needed.

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