NSSF CO-OPERATIVE SAVINGS AND CREDIT SOCIETY LIMITED

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ADVERTISEMENT FOR BUSINESS DEVELOPMENT MANAGER POSITION

We are a Deposit Taking SACCO Based in Nairobi regulated by SASRA seeking to fill the position of a Business Development Manager. Our agenda is to create the best experience for our members, be innovative in every aspect of our operations and be the model of a future cooperative society. If you are a dynamic individual ready to work in a progressive environment, send in your application for the above position.

Overall Job Purpose

To improve the Sacco's market position, achieve financial growth, and implement long-term organizational strategic goals which will build the key customer/member relationships; identify business opportunities; negotiate and close business deals and maintain extensive knowledge of current market conditions.

Roles and responsibilities

SACCO Business Growth

- Responsible for developing, implementing and executing strategic marketing plans for the SACCO in order to attract potential customers and retain existing ones.
- To manage and market all the SACCO income avenues i.e. Bosa and Fosa Deposits, salary accounts, agency banking, insurance agency, Sacco 360 link and various products to ensure profitability and sustainability.
- To prepare monthly report on product / services consumption and advice CEO & Business Development committee on the effectiveness of the SACCO business growth strategy.
- Enhance SACCO brand visibility by analysing regular market research in order to develop insights for product development and brand equity growth.
- Carry out market intelligence and surveys, accelerate growth in membership and product uptake;
- Selling and cross-selling of all Sacco products to members.

Marketing & Customer Relations

- Develop and provide leadership in implementation of marketing and communication strategy to achieve the Sacco's business and corporate strategies;
- Prepares and coordinates the implementation of the SACCO marketing plan to meet the set Business Growth targets.
- Conduct market research on new products and services including competitor activity analysis with a view to identifying emerging needs / demands and gauge customer satisfaction and recommend changes to products and services.
- To monitor member satisfaction and ensure that customer's suggestions, complaints and views are recorded and addressed to enhance customer experience and minimize member exit and dormancy.
- Execute and integrate online and offline marketing initiatives including mass media, email, print, direct mail, social media, company websites, branch awareness and other marketing initiatives.
- Implement marketing, advertising and promotional tasks and carry out effective management of the marketing, advertising and promotional activities in the society;
- Provide feedback into product development and service offers, participate in their development and collaboration to create, launch and track performance of product and service offerings in our markets;
- Evaluate marketing effectiveness by allocating, managing and monitoring advertisement and promotion budgets periodically;

- Provide delightful customer experience to both external and internal customers.

Insurance

- Over see overall operations of the Insurance agency/brokerage.
- Spearhead the insurance product development process ensuring customer centric products for the Insurance business.
- Developing and executing business, marketing and branding strategies, set targets aimed at creating awareness for Insurance product uptake.
- Acts as the liaison person between the insurance providers, regulator, members and the Sacco
- Supervise the Insurance officer to ensure up to date insurance records on members, products bought, renewal dates among other details and ensure timely notification of renewals
- Conducting regular and systematic appraisals and evaluations of the insurance Agency's Operations and keeping the CEO updated on the same;
- Planning and budgeting for short-term and long-term development in line with Sacco Agency's overall objectives and strategic business goals;
- Identify and initiate partnerships with insurance providers so as to increase market share.
- Prepare Insurance agency monthly performance reports on new clients, commissions and customer feedback.

Team Leadership

- Team management- supervising roles and assigning work, managing performance, coaching and guiding.

Academic Qualifications & Experience

- Bachelor's degree in Marketing
- 5 years working experience in a similar position preferably in a financial institution
- Marketing Professional qualification and member in good standing of the MSK
- Post-graduate qualifications in Marketing is an added advantage.
- Certificate in proficiency (COP) – Insurance is an added advantage.

Key Skills and Competencies

- Market, Research & Competitor Intelligence
- Negotiation
- Communication & Interpersonal skills
- Offline & Digital campaigns strategies
- Pitching & high-level presentation skills
- Customer service management
- Branding & Visibility
- Business development skills

How to Apply

Candidates who meet the minimum requirements are invited to send their application, a detailed CV and attach Certificates to hr@nssfsacco.co.ke by **4th March 2024**.Use the job title as the email subject. You are also required to fill and submit an online form link: https://forms.office.com/r/tG7rMttqM9

Please note that failure to attach Certificates will lead to disqualification.

Only shortlisted candidates will be contacted