

# VACANCY ANNOUNCEMENT

Kibo Seed Company, is a subsidiary of Kenya Seeds Company, is registered in the United Republic of Tanzania in the agricultural industry and in the Seed Sub sector. The main activities of the Company are carrying out Research, Production, Processing, Marketing and Sales activities of seed and other complimentary products. The company wishes to recruit an enthusiastic, self-driven candidate for the following position:

**Position: Senior Sales & Marketing Officer: REF: KBSC/S&MO/JG6/12/2025-1**

Sales and Marketing Officer is to be based in the headquarters in Arusha and be able to coordinate the sales and marketing team outside its Headquarters:

## Key Responsibilities

1. Sales and Marketing Leadership.
2. Develop and implement sales and marketing strategies to achieve revenue targets for seed products.
3. Monitor and analyze market trends, competitor activities, and customer needs to inform strategy.
4. Set sales targets for the sales team and monitor their performance regularly.
5. Coordinate sales campaigns, promotional activities, and customer engagement initiatives.
6. Prepare monthly, quarterly, and annual sales and marketing reports for management.
7. Identify new market opportunities and develop plans to penetrate untapped regions.

## Team Management

1. Supervise and mentor the sales team, providing guidance, training, and performance feedback.
2. Conduct regular performance appraisals, coaching sessions, and goal-setting exercises.
3. Motivate the team to achieve individual and departmental sales targets.
4. Resolve conflicts, address underperformance, and foster a collaborative work environment.

## Stock Control Oversight

1. Supervise Stock Controllers to ensure accurate inventory management and timely reporting.
2. Ensure proper stock levels are maintained to meet market demand while minimizing wastage.
3. Coordinate with warehouse and logistics teams to manage distribution and deliveries.
4. Oversee stock reconciliation processes and ensure compliance with company policies.
5. Monitor product movement, identify discrepancies, and implement corrective actions.

## **Customer Relationship Management**

1. Maintain and strengthen relationships with key customers, distributors, and retailers.
2. Ensure timely resolution of customer complaints and concerns.
3. Promote customer loyalty and repeat business through professional engagement.
4. Reporting and Compliance
5. Provide accurate sales forecasts, performance reports, and market insights to management.
6. Ensure adherence to company policies, procedures, and regulatory requirements.
7. Support the development and implementation of standard operating procedures for sales and stock management.

## **Qualifications and Experience**

1. Bachelor's degree in agriculture, Business Administration, Marketing, or a related field.
2. Minimum 5 years of experience in sales and marketing, preferably in the agriculture or seed sector.
3. Proven experience in managing teams and overseeing stock or inventory management.
4. Strong understanding of seed industry dynamics, distribution channels, and customer requirements.

## **Key Skills**

1. Leadership and team management skills.
2. Strong analytical and problem-solving abilities.
3. Excellent communication, negotiation, and presentation skills.
4. Proficiency in sales and inventory management software.
5. Strategic thinking and results-oriented mindset.

## **Performance Indicators**

1. Achievement of sales targets and growth metrics.
2. Accuracy of stock records and inventory management.
3. Sales team performance and engagement.
4. Market expansion and customer satisfaction levels.
5. Timely and accurate reporting to management

All interested candidates should forward their application letter accompanied by their Curriculum Vitae and all relevant testimonials to [recruitment@kiboseeds.co.tz](mailto:recruitment@kiboseeds.co.tz) or hard copy to the reception at Kibo Seed Company Ltd HQ to be received on or before 19<sup>th</sup> December 2025 before close of business hours.