

Vacancy1: Marketing and Business Development Advisor (1 Post)

Location: KMET Offices - Kisumu

Contract: 1 Year Renewable

Availability: 1 March 2016

KMET a local NGO based in Kisumu In partnership with Massachusetts General Hospital (MGH) Harvard Medical School are pioneers in innovative health products and services in this region. Working in both public and private health sectors of Kenya, we leverage research in innovative health services and products to avert maternal deaths (<http://bit.ly/1Tn3HNm>) . In order to meet the growing demand for KMET initiatives in health innovations and products, we are looking to hire suitable candidate to fill in the above post.

Position Summary:

The Marketing and Business Development Advisor works is expected to improve KMET's market position and achieve business and entrepreneurship growth.

S/he will define long-term organizational strategic goals, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions. It is his/her job to work with the relevant departments including Communication and Marketing and other staff to increase sales opportunities and thereby maximize revenue for the organization. To achieve this, he/she is expected to develop brands for KMET products, find potential or new customers/partners, present to them, ultimately convert them into clients and continue to grow business in the future.

Main Responsibilities:

- To conduct a Total Market Analyses to segment the market, complement and build on existing service providers, and inform supply-side and demand-side strategies that grow and diversify overall service access and health results.
- Facilitate dialogue between the public and private sectors, helping to broker relationships and develop institutional structures that support long-lasting public-private partnerships and innovative solutions.
- Work directly with the County government to develop pro-private policies and to help them create demand-side financing approaches, such as vouchers, so the poor can use healthcare services in private hospitals and clinics.
- Work directly with the private sector to identify market expansion opportunities, develop sustainable business strategies, and connect to national public health goals.
- Plan a workable subsidized-to-commercial transition with county Govt for health products and services, and support franchising to improve quality and value.
- Work with the communication dept. to design and run social marketing campaigns to increase demand for the products and services, and incorporate.
- Conduct relevant workshops for clients and partners
- Create, negotiate and close agreements with clients and partnering collaboration with the M&E staff develop relevant indicators, and tools for data collection and documentation.
- Submit all progress and related reports required by the management and the partners.

- Present to and consult with the management on business trends with a view to developing new services, products, and distribution channels.
- Identify opportunities for new products, services, recruitment and distribution channels that will lead to an increase in sales.
- Identification of clients and partners
- Writing proposals, Strategic plans and specifications
- Work with management and team to develop proposals that speak to the client's needs, concerns, and objectives.
- Arrange and participate in internal and external client debriefs
- Facilitate private public sector partnerships (PPP) to promote improvement of quality in healthcare provision through innovative Business models
- Participate in budget making processes of the program.
- Any other assignment as may be tasked.

Skills and Qualifications

- Degree Qualification in Commerce, Business Administration, Marketing, Entrepreneurship or equivalent
- Post graduate qualification in Business, Accounting, and Marketing added advantage.
- Two (2) year experience with proven record of accomplishment in Marketing or business development in the health care OR banking sector
- Proven record of accomplishment in Business Development and closing sales
- Credit appraisal and Strong commitment to an output and performance-based working style
- Must demonstrate financial analysis and planning skills
- Excellent report writing and reporting skills
- Excellent managerial, communication and interpersonal skills
- Excellent Advocacy and negotiating skills
- Able to work in a context of international performance standards and expectations
- Experience in healthcare field is a bonus.
- Ability to travel locally and internationally

Interested candidates, who meet the above requirements, should apply by sending a CV, Cover letter with salary expectation addressed via mail with the Subject "*Marketing and Business Development Advisor*" to the following email address: hr@kmet.co.ke.

OR send to:

The Human Resource and Administration Manager, KMET

P.O BOX 6805 – 40103, Kisumu.

Each application should include three referees who can validate technical expertise. The closing date for application is 5 p.m 25 February 2016 sharp.

Only short-listed candidates will be contacted for interview.



Vacancy 2: Marketing and Communications Officer

Location: KMET Offices - Kisumu

Reporting to: Team Leader - Business

Contract: 1 Year Renewable

Availability: 1 March 2015

Position Summary:

The holder of this position will be expected to take on a leadership role in the newly formed consortium, the African Institute for Health Transformation (AIHT) and work closely with the leaders from Massachusetts General Hospital and Harvard University, Sagam Community Hospital (<http://bit.ly/1KT1zdz>), and the Kisumu Medical education Trust.

Working with the Director of Entrepreneurship he/she will help define long-term organizational strategic goals and help lead a newly formed social enterprise focused on using market forces for public good, with a particular initial focus on successfully commoditizing and accelerating AIHT's award winning innovations. S/he will position the products and services at the highest level of visibility, market the consortium, lead in market research, design and publicizes the organization.

Duties and responsibilities:

- Develop a social marketing concept of Total Market Approach (TMA)
- Carry out TMA analysis for each health category
- Create and disseminate simple/relevant messages that help both individuals and groups understand health related issues.
- Engage commercial distribution sector to increase effective and efficient distribution of health products.
- Improve the GOK commodity distribution to both private & Public sector through an efficient "pull" system.
- Design and upload contents on social sites and link with relevant partners

- Design and fast track production of service delivery checklists and Production of IEC materials
- Develop documentaries/clips on PPP, quality Assurance Practices, and unique strategies of demand generation
- Provide guidance to different Programs on marketing strategy to achieve the desire demand
- Help in designing, developing new and innovative ideas that would endear AIHT to the market.
- Create awareness about AIHT and programs on social, commercial media and physically using any available means to market AIHT programs and products.
- Provide field supervision, monitoring and quality control
- Any other duties that may be assigned related to the assignment

Educational Qualifications, Skills and Experience:

- Degree Qualification in Communication and Marketing is desirable.
- Post Graduate Qualification is added advantage
- At least 2-years' experience in a Marketing, PR, communication or business development Firm.
- Graphic and web designing will be an added advantage
- Fluency in oral and written English and Swahili
- Good communication, organizational and interpersonal skills
- Ability to manage complex multiple programs and work with strict deadlines
- Self-driven, highly motivated and flexible
- Must be one with high standards of honesty and integrity and signatory to the code of conduct
- Good report writing skills
- A team player

Personal Qualities and Attributes:

- Strong, Decisive and commitment to an output and performance-based working style
- No criminal record
- Sound in mind.
- Innovative, Initiative and drive
- Entrepreneurial mind-set: explorative, hands-on, initiating
- Work out of office on location a good part of the time
- Stress resistant; able to work under pressure, meeting deadlines

Interested candidates, who meet the above requirements, should apply by sending a CV, Cover letter with salary expectation addressed via mail with the Subject "*Marketing and Communications Officer* " to the following email address: hr@kmet.co.ke.

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