

RE- ADVERTISEMENT

Position: Business Development Officer (1 Post)

Location: KMET Offices - Kisumu

Contract: 1 Year Renewable

Availability: 1st May, 2016

KMET a local NGO based in Kisumu in collaboration with Massachusetts General Hospital (MGH) are pioneers in health products and services in this region. Working in both public and private health sectors of Kenya, we leverage innovation, services and products to reduce maternal deaths. In order to meet the growing demand for KMET initiatives in health innovations, we are looking to hire suitable candidate to fill in the above post with the following Qualifications:

Position Summary:

The Marketing and Business Development Advisor works is expected to improve KMET's market position and achieve its Business and Entrepreneurship growth. S/he will define long-term organizational strategic goals, identify business opportunities, negotiate and close business deals and maintains extensive knowledge of current market conditions. It is his/her job to work with the relevant departments including Marketing and other staff to increase sales opportunities and thereby maximize revenue for the organization. To achieve this, he/she is expected to develop KMET products brand, 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 workable subsidized-to-commercial transitions 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) years' experience with proven track record of Marketing or business development in health care OR banking sector.
- Proven track record in Business Development and closing of deals.
- 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 "**Business Development Officer**" to: -

**The Human Resource and Administration Manager,
KMET**

P.O BOX 6805 – 40103, Kisumu

Or

To the following email address: hr@kmet.co.ke

Each application should include three referees who can validate technical expertise. The closing date for application is 25th April, 2016.

Only short-listed candidates will be contacted for interview.