

Marketing Officer Job Description

Title: Marketing Officer

Report to: General Manager.

Company: Kilombero Rice Farmers Trading Company (KTC)

Location: Mlimba, Tanzania

About the company

Kilombero Rice Farmers Trading Company (KTC) is a rice farmer-owned company located in Mlimba, Morogoro Region. The company deals with trading rice and inputs as well as providing extension services to members and nonmember farmers. The company was established in 2018 to empower smallholder farmers to participate in the rice value chain. KTC is looking for an experienced, creative, and knowledgeable Marketing Officer to join our team in Mlimba, Morogoro, Tanzania.

Position Overview:

This role involves developing and implementing marketing strategies aimed at increasing brand awareness, driving sales, and promoting a positive image of the company and its products or services. Ultimately expanding market reach and fostering lasting customer relationships.

Key Responsibilities:

- Develop and implement marketing strategies to attract new customers, retain existing ones, and penetrate the products and services to the market.
- Conduct market research to identify customer needs, preferences, and trends, providing insights that inform marketing strategies and decision-making.
- Conduct visits to potential and identified buyers or customers and introduce them to KTC products, services, and profiles.
- Promotion of KTC brand image and introducing products and services to the market.
- Research competitive rice products by identifying and evaluating product characteristics, market share, pricing, and advertising.
- Assist in organizing and participating in industry trade shows, exhibitions, and events to showcase our products and network with potential clients.
- Planning and developing digital marketing campaigns, maintaining our social media presence in all channels, and measuring and reporting on the performance of all digital marketing campaigns to increase the visibility of the company products and services.
- Participate in regional and national radio and television programs to promote KTC products and services.

- Organize and participate in promotional events, trade shows, and community activities to promote KTC's products and services, engage with stakeholders, and generate leads.
- To report sales of our products on a weekly, monthly, and annual basis and to review and monitor contracts with dealers.
- Prepare reports on marketing activities, campaign results, and ROI. Use data to improve marketing strategies and tactics continuously.

Qualifications:

- Bachelor's degree or Diploma in Marketing, Business Administration, Communication, or a related field.
- Minimum of 2-3 years of hands-on experience in marketing, preferably in the agricultural or processing sector or related industries.
- Familiarity with digital marketing platforms, including social media and content management systems.
- Self-motivated, creative thinker with a passion for marketing and staying up to date with industry trends.
- Strong written and verbal communication skills, with the ability to craft engaging and persuasive content.
- Strong organizational skills and attention to detail, with the ability to manage multiple tasks and buyers or customers simultaneously.

How to Apply:

- Submit a cover letter illustrating your suitability for the position against the listed requirements.
- Detailed curriculum vitae showing contact address, email, and daytime mobile phone number(s) and three (3) referees, ONE being your last employer.

Completed applications containing the above information should be submitted as attachments to an email to: Anastazia Massay: anastazia.massay@norgesvel.no and Sophia Weinand: Sophia.Weinand.Stephen@norgesvel.no with cc to Expeditha Julius: expyeejulius19@gmail.com

The deadline for the submission is 18.03.2024 by 5 pm Tanzania time.

Applicants who do not follow application instructions will be rejected. ONLY short-listed candidates will be contacted