



Kenya Organic Agriculture Network

VACANCY ANNOUNCEMENT

ORGANIC MARKETING MANAGER – HEAD OF KILIMOHAI MARK DEVELOPMENT

September 16th, 2024

About KOAN

Kenya Organic Agriculture Network (KOAN) is a national business membership organization that promotes organic agriculture development in Kenya. It brings together organic agriculture stakeholders who include farmers; NGOs and CBOs; Universities and other research institutions; input suppliers; Government agencies and departments; exporters; retail traders and consumers. KOAN's mission is to lead, coordinate and create public exposure of the National Organic Agriculture Sector, promoting its contribution to economic, environmental and social benefits.

KOAN is committed to advancing its vision by expanding the organic sector in Kenya. Its strategy and institutional structures rest on four pillars. Pillar 2 "Kilimohai Mark" has the goal to establish the Kilimohai Organic mark as the most trusted organic brand in Kenya. KOAN plans to achieve this by securing the commitment of major retailers, grocery stores, and online platforms to prominently carry and promote organic products under the Kilimohai label, with a fee structure in place to support KOAN's efforts.

To achieve this, KOAN is developing a robust structure that includes a quality management system for operators and extensive public promotion of the Kilimohai mark. This will help ensure that consumer preferences increasingly favor food and other organic agricultural products branded with Kilimohai.

KOAN is now looking for a dynamic leader for this programme who will be responsible for strategy, implementation, evaluation, and delivering results. This includes driving brand value development and achieving business outcomes that support KOAN's mission.

Position: Organic Marketing Manager - Head of Kilimohai Mark Development

Department: Pillar 2: Kilimohai Development

Reports To: CEO

Location: Nairobi

Deadline for Application: September 30th 2024

1. Purpose of the position

The Head of Kilimohai Mark Development will be responsible for developing and implementing the strategy to develop the brand value, to promote organic products, enhance brand visibility, and drive sales growth. This role requires a deep understanding of the organic market including its quality assurance systems, an application of innovative marketing approaches, and effective communication skills to implement part of the mission of the Kenya Organic Agriculture Network (KOAN) in a responsible position.

2. Key Responsibilities

Overall

Development of the Kilimohai brand value and its attractiveness for operators to use it on their products thanks to its popularity among consumers. The Head of Kilimohai Mark Development is responsible for the economic success of pillar 2 within KOAN.

Strategic Planning:

1. Set clear Kilimohai development goals and KPIs to measure effectiveness.
2. Develop and execute comprehensive marketing strategies for the popularity of the Kilimohai brand and branded organic products.
3. Set up and run the quality management system that is the base for the functioning of Kilimohai.
4. Conduct market research to identify recognition and brand associations and to develop market response

Brand Management:

1. Manage the legal protection of the brand

Marketing Campaigns to Consumers:

1. Position the brand, plan, design, and execute marketing campaigns to support the positioning
2. Coordinate with creative teams to produce engaging content and promotional materials.
3. Communicate with Media on all Kilimohai matters of public interest.
4. Monitor campaign performance and adjust strategies as needed to achieve targets.

Quality Assurance System

1. Set up and implement the Kilimohai quality assurance system on national level and contribute to the quality management system regionally in East Africa.
2. Maintain and develop the EAOPS and other regulatory documents and enforce the content
3. Facilitate conformity assessment through PGS and third-party certification
4. Maintain a register and create linkages with KOAN accredited certification bodies, with KOAN accredited PGS assessor and Kilimohai license holding operators

Sales and Market Development:

1. Focus on retailers. Identify and develop new market opportunities and partnerships.
2. Build strategic relations to retailers and operators that are contracted and pay license fees. Build common actions to develop the value of Kilimohai.
3. Collaborate with organic outlet sales teams to support lead generation and conversion efforts.
4. Support product supply to partner retailers
5. Analyze sales data to understand customer behavior and refine marketing tactics.

Stakeholder Engagement:

1. Build and maintain relationships with key stakeholders, including farmers, retailers, and industry partners.
2. Represent KOAN at industry events, trade shows, and networking functions.
3. Manage public relations and communications to enhance organizational reputation.

Budget Management:

1. Develop and manage the pillar 2 budget of KOAN, ensuring effective allocation of resources.
2. Monitor and report on budget expenditures and ROI for marketing activities.

Reporting and Analysis:

1. Track and analyze marketing metrics to assess the effectiveness of campaigns and strategies.
2. Prepare regular reports on marketing performance, market trends, and competitive analysis.
3. Provide actionable insights and recommendations to senior management.

3. Qualifications**Education:**

Bachelor's degree in Marketing, Business Administration, Agricultural Economics, or a related field. A Master's degree is a plus.

Experience:

- Minimum of 5 years of experience in marketing, with at least 3 years in a managerial role, preferably within the organic or agricultural sector.
- Proven track record in developing and implementing successful marketing strategies.

Skills:

1. Strong understanding of organic market systems, trends and consumer behavior.
2. Excellent communication, presentation, and interpersonal skills.
3. Proficiency in digital marketing tools, social media platforms, and marketing software.
4. Ability to analyze data and generate actionable insights.
5. Strong project management and organizational skills.

Personal Attributes:

1. Passionate about organic agriculture and sustainability.
2. Creative thinker with a proactive and results-oriented approach.
3. Ability to work independently and as part of a team.
4. Business minded and ambitious to lead a strong development of a long-term high opportunity innovation in East Africa
5. With the development of income, supporting staff under this position can be hired, therefore future ability to lead and support staff

4. Working Conditions

Hours: Full-time, with occasional travel required

Location: Based at KOAN headquarters, with national and international travels as maybe necessary.

Contract Type: Contractual

5. Application Process

Interested candidates should submit their CV, cover letter, any relevant certifications and testimonials to info@koan.co.ke by **30th September 2024**.

END