

Terms of Reference for Marketing and Business Development.

Post: Marketing and Business Development Manager
Reporting relationship: Reporting to the Managing Director and the Board

RESPONSIBILITIES AND DELIVERABLES:

1. Liaise with government authorities, financing institutes, media, and clients and other stakeholders on official matters
2. Undertake internal and external corporate communication activities
3. Formulate policies and procedures required to ensure smooth running of the company
4. Conduct research to identify markets and product positioning in line with the overall mandate of the company
5. Carry out market research and trend analysis where required and communicate findings to the Managing Director, Board, and other relevant departments.
6. Understand target markets and formulate PR strategies with focus on disseminating crucial information to target markets
7. Develop communication strategy to create and build a favorable business image
8. Identify long term strategic objectives and prepare business plans for the company
9. Engage with financiers, developers, and contractors and build relationships with key stakeholders
10. Participate in negotiations for and on behalf of the company
11. Identify prospective business opportunities and revenue sources that are aligned with strategic objective of the corporation.
12. Provide information to management and board on major developmental initiatives
13. Build and lead a high performing result oriented team by setting clear objectives and goals
14. Contribute to the formulation of the annual budget
15. Assist in preparing tender documents

REQUIREMENTS

1. Masters in relevant field.
2. Minimum of 2-3 years' experience in management.
3. Must have high proficiency with computer software, including Microsoft Word, Excel and Outlook.
4. Must have outstanding problem-solving and decision-making skills.
5. Must be able to multi-task and manage numerous concurrent projects and activities.
6. Must be able to work independently, be reliable and organized.
7. Has excellent analytical, interpersonal, presentation and written and verbal communication skills.
8. Knowledgeable in all facets of the development process, including strategy formulation and implementation