



## JOB DESCRIPTION

A.POSITION INFORMATION	
<b>Job Title</b>	<b>Specialist: Market Development</b>
<b>Job Grade</b>	
<b>Job Holder</b>	
<b>Department</b>	<b>Enterprise Development</b>
<b>Division</b>	<b>Enterprise Development</b>
<b>Review / Update Date</b>	
B. JOB PURPOSE	
Develop particular market segments for BEDCO’s entrepreneurs products and services. Promote entrepreneurs products and services to potential and existing customers.	
Main Performance Areas	Main tasks top achieve the outputs
<b>1.Effective Functional Support:</b>	<ul style="list-style-type: none"> <li>- Manage market development to entrepreneurs to support the Corporation’s Strategy and Business Plan.</li> <li>- Implement effective market development activities for BEDCO’s entrepreneurs.</li> </ul>
<b>2. Execute Market Development Value Creation Management Functions:</b>	<ul style="list-style-type: none"> <li>- Assist with developing the market for the clients.</li> <li>- Focus on growing existing entrepreneurs accounts and acquire new clients.</li> <li>- Coordinate sales meetings and presentations for entrepreneurs and the potential clients.</li> <li>- Organise the marketing drive of entrepreneurs’ products and services on general sales promotions on print or social platforms weekly or monthly publications.</li> <li>- Generate and describe creative, results-focused marketing concepts to a diverse client base.</li> <li>- Coordinate sell of time on television and radio programme to promote products and services of the clients.</li> <li>- Coordinate booking sales appointments and handling of inquiries and queries.</li> <li>- Organise sales strategies and promotional activities on behalf of clients in collaboration with Marketing Department.</li> <li>- Evaluate and ascertain the client’s promotional needs.</li> <li>- Evaluate demographics, prices, distribution channels, and marketing outlets.</li> <li>- Create questionnaires and surveys to understand the market trends.</li> <li>- Conduct secondary research, including finding information industry associations, statisticians and marketing experts.</li> <li>- Offer entrepreneurs insights about the product and service potentials.</li> </ul>

<b>3. Business Reporting:</b>	<ul style="list-style-type: none"> <li>- Prepare and submit Monthly Market Development Report and submit inputs into the BEDCO's annual reporting activities</li> <li>- Generate reports that analyse competition and customers.</li> <li>- Participate in the monitoring and evaluation and impact of BEDCO's market development activities and interventions.</li> <li>- Contribute to the conceptualization of strategic ED Projects</li> </ul>		
<b>Focus Allocation</b>			
<p><b>60%</b> focus on coordinating internal and external efforts to drive market development efforts for the entrepreneurs.</p> <p><b>40%</b> focus on finding new markets for BEDCO's supported entrepreneurs.</p>			
<b>C. JOB SPECIFICATIONS</b>			
<b>Minimum educational qualification:</b>	Degree in Marketing, or Market related Business degrees.		
<b>Minimum experience required:</b>	3 years' working experience in market development activities and approaches.		
<b>Competencies:</b>	<ul style="list-style-type: none"> <li>• <b>Planning and Organising:</b> ability to plan, organise and execute functions with less supervision.</li> <li>• <b>Problem Solver:</b> Ability to anticipate and solve problems proactively.</li> <li>• <b>Analytical:</b> Ability to breakdown complex problems into a clear issues to be addressed.</li> <li>• <b>Stakeholder Management:</b> Ability to support and create an inclusive and supportive working relationship and environment for both internal and external stakeholders.</li> <li>• <b>Risk Management:</b> Ability to identify, investigate, analyse, and measure operational risks early and develop strategies to manage/mitigate them.</li> <li>• <b>Effective Communication:</b> Ability to communicate clearly and effectively through both written and spoken communication.</li> </ul>		
<b>D. JOB SIGN-OFF</b>			
<b>Compiled by</b>		<b>Date</b>	
<b>Updated by</b>		<b>Date</b>	
<b>Responsible Manager</b>	<b>Senior Manager: MSME Funding, Market Development and Strategic Enterprise Development Programmes.</b>	<b>Date</b>	
<b>Job-incumbent</b>		<b>Date</b>	
<b>Next Level Manager</b>		<b>Date</b>	
<b>HR Manager</b>		<b>Date</b>	