

Vistari SEZ Limited - Job description

Job details	
Job title: Sales & Marketing Officer	Line Manager title: Sales & Marketing Manager
Department: Commercial	Location: Eldoret, Kenya
Direct reports	
• None	
Job summary	
The Sales & Marketing Officer supports the implementation of sales, marketing, and customer engagement strategies by driving product visibility, market penetration, and client satisfaction across assigned territories or channels. The position is responsible for achieving sales targets, coordinating promotional activities, and maintaining customer relationships to enhance Vistari's presence in the textile and apparel markets - locally, regionally, and in export channels.	
Key roles and responsibilities	
• Sales Execution & Account Management - Implement approved sales plans and achieve assigned targets for volume, revenue, and margin. - Manage day-to-day relationships with key customers, distributors, and institutional buyers. - Prepare quotations, follow up on orders, and ensure timely delivery in coordination with the warehouse and logistics teams. - Collect and analyse customer feedback to inform product and pricing strategies. - Identify and pursue new leads, markets, and business opportunities. - Support participation in tenders, trade fairs, and exhibitions. • Marketing & Brand Promotion - Support implementation of marketing campaigns, in-store promotions, and digital marketing initiatives. - Monitor brand visibility across outlets and ensure adherence to corporate branding standards. - Assist in developing promotional materials such as brochures, displays, and digital content. - Capture and report market intelligence on competitors, pricing, and product trends. - Coordinate local events, product launches, and customer engagement activities. • Customer Service & Retention - Ensure high levels of customer satisfaction through proactive communication and problem resolution. - Maintain an updated customer database and CRM records. - Handle customer complaints professionally and escalate unresolved issues. - Support the processing of returns, replacements, and after-sales follow-up. Data Analysis & Reporting - Track and report on sales performance, market trends, and promotional outcomes. - Prepare weekly and monthly sales reports and pipeline updates. - Analyse sales data to recommend improvements in coverage, pricing, and channel strategy. - Ensure accurate and timely submission of customer visit reports. • Coordination & Cross-Functional Support - Collaborate with production and planning teams to align sales forecasts with output capacity. - Liaise with Finance on credit control, invoicing, and customer payments. - Coordinate with logistics for dispatch and delivery planning. - Work closely with marketing and retail teams to maintain consistent brand experience. • Continuous Improvement & Compliance - Identify opportunities for process improvement in customer service, delivery, and sales efficiency. - Ensure compliance with company policies, ethical standards, and data protection guidelines.	

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- Stay updated on market regulations, trade requirements, and export documentation (AGOA, AfCFTA, etc.).
- Participate in professional training and development to enhance sales and marketing capabilities.
- **Compliance with Vistari's Corporate Systems**
 - Apply the highest standards of internal controls and risk management practices and behaviours and embed a positive risk and control culture.
 - Demonstrate prudence, sound judgement, and appropriate and timely escalations in management of all types of risk (including fraud risk) applicable to the role.
 - Promote and adhere to Vistari's core values and ensure compliance with organisational policies and procedures, collective agreements, and statutory employment standards.
 - Maintain zero tolerance to bribery, fraud, and corruption, and ensure the immediate reporting of any corruption or suspect behaviour that threatens Vistari's reputation.
 - Adhere to safeguarding policies and procedures and immediately report any safeguarding concerns.
 - Any other related responsibilities that may be assigned by the Line Manager from time to time.

Academic and professional qualifications + Work experience

- Diploma or Bachelor's degree in Marketing, Business Administration, Sales, or related field.
- Minimum of four (4) years' progressive experience in sales and marketing, preferably in the textiles, apparel, or FMCG sectors.
- Proven record in managing B2B (Business to Business) and/or retail sales accounts.
- Strong understanding of marketing principles, merchandising, and customer relationship management.
- Proficiency in MS Office and CRM tools.
- Valid driver's license and willingness to travel across assigned regions and territories.

Technical skills and behavioural competencies

- **Sales & Negotiation Skills:** Ability to close deals and maintain win-win relationships.
- **Customer Orientation:** Dedicated to meeting client expectations and building long-term trust.
- **Market Awareness:** Strong understanding of market trends, competitors, and pricing dynamics.
- **Communication & Presentation:** Excellent verbal, written, and interpersonal communication skills.
- **Data Analysis:** Ability to interpret sales data and translate insights into action.
- **Teamwork & Collaboration:** Works well with cross-functional teams.
- **Time Management:** Efficiently manages multiple clients, priorities, and deadlines.
- **Integrity & Accountability:** Upholds professionalism and transparency in all dealings.
- **Adaptability:** Comfortable working in fast-paced, target-driven environments.
- **Digital Fluency:** Proficient in using digital and social media marketing tools.
- **Values and work ethic:** High integrity and transparency, ethical judgment, results-driven approach, and commitment to accountability.

Sign off

Job holder name:	Signature:	Date:
Line Manager name:	Signature:	Date:
Secondary Reviewer name:	Signature:	Date: