



**CHIEF BUSINESS DEVELOPMENT OFFICER - GRADE KPC 4 Job Ref No. KPC/ADVT/17/2023
(1 post)**

a) Job Description

- i. Coordinate analysis of internal and external data to understand current and future growth opportunities for the Company
- ii. Coordinate the drawing of market research and market mapping programs, supervise activities and identify areas to be pursued.
- iii. Supervise benchmarking and competitive intelligence.
- iv. Ensure that analysis of the key performance drivers of the Company is undertaken
- v. Coordinate monitoring and evaluation of performance of the new business against desired targets and objectives.
- vi. Work closely with the Marketing teams to identify new business areas.
- vii. Participate in filter innovative ideas from proposals made by staff and forward them for consideration and further action.
- viii. Supervise undertaking of activities geared towards business development.
- ix. Ensure preparation the section budget in liaison with the Assistant manager.
- x. Monitor the impact of the applied marketing strategies and make necessary amendments.
- xi. Supervise, on a day to day basis, activities and processes geared towards achievement of the set goals and objectives and performance of the Unit.
- xii. Prepare the section budget in liaison with the Assistant Manager and institute cost containment measures.
- xiii. Perform any other duties relevant to the function.

b) Person Specifications

- i. Bachelor's degree in Social Sciences including Commerce, Economics Business Administration, Public Relations or related field.
- ii. Minimum eight (8) years experience three (3) of which should have been at senior management level.
- iii. Member of the Chartered Institute of Marketing or Marketing Society of Kenya (MSK) or membership of a related professional body.
- iv. Proficiency in computer applications.
- v. Demonstrated competence in work performance.

c) Key Skills and Competencies

- i. Knowledge of the petroleum industry and its dynamics.
- ii. Communication and presentation skills.
- iii. Knowledge of the market trends, competitors in the market and future outlook.
- iv. Proficiency in data management and analytical skills
- v. Interpersonal and cross-functional working skills
- vi. Building teamwork.