



CHIEF CUSTOMER RELATIONS & MARKETING OFFICER - GRADE KPC 4 Job Ref No. KPC/ADVT/18/2023 (1post)

a) Job Specifications

- i. Develop marketing plans and guide implementation marketing activities with OMC's.
- ii. Monitor and evaluate the impact of marketing and business development strategies on throughput performance.
- iii. Establish networks to gather market intelligence for competitive positioning of the Company.
- iv. Identify and monitor market performance drivers to inform business growth and expansion strategies.
- v. Promote synergy and coordinate functional teams within the Section.
- vi. Evaluate effectiveness of response strategies to the identified service gaps.
- vii. Ensure internal and external data analysis is well done to inform current and future growth opportunities for the Company
- viii. Supervise market research and market mapping programs, supervise activities and identify areas to be pursued.
- ix. Coordinate benchmarking and competitive intelligence.
- x. Coordinate analysis of the key performance drivers of the Company
- xi. Monitoring and evaluating performance of the new business against desired targets and objectives.
- xii. Work closely with the Marketing teams to identify new business areas.
- xiii. Filter innovative ideas from proposals made by staff and forward them for consideration and further action.
- xiv. Supervise undertaking of activities geared towards business development.
- xv. 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.