



National Sales & Marketing Director - Nairobi, Kenya

Envirofit International (www.envirofit.org) is a multi-national corporation headquartered in Colorado, USA, with a mission to develop and disseminate technologies that reduce pollution and enhance energy efficiency in developing countries. The company designs, develops and distributes well-engineered energy products for low-income markets that have traditionally been overlooked. The development of products and markets is a rigorous process that requires design, validation, manufacturing, quality control, supply chain management, distribution, and inventory management, sales and marketing.

Envirofit is the leading manufacturer of Clean Technology Cookstoves and is also launching a premium Solar Lighting product line. Envirofit is continually developing products to meet sector demands and has a relentless focus on quality, durability and customer service. Envirofit is rapidly expanding in Africa. Our regional office in Kenya is looking for a **National Sales & Marketing Director** to be based in Nairobi.

Duties and Responsibilities

- Develops and implements strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.
- Develops and manages sales/marketing operating budgets.
- Develops and recommends product positioning, and pricing strategy to produce the highest possible long-term market share.
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors competitor products, sales and marketing activities.
- Guides preparation of marketing activity reports and presents to executive management.
- Coordinates liaison between sales department and other sales related units.
- Analyzes and controls expenditures of division to conform to budgetary requirements.
- Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.



Key Competencies

- Bachelor's degree in Sales and Marketing from a reputable university or a business related field
- Excellent Supervisory Skills and Leadership skills
- Excellent Communication skills, both written and verbal
- Excellent analytical and mathematical skills
- Ability to think and devise plans on a strategic level

Desired Qualification and Experience

- 10+ years' experience in sales.
- Advanced communication and interpersonal skills.
- Excellent command of both written and spoken English

Applications

Applications should be sent to the Human Resources Manager, Kenya using the following email Jane.kamene@envirofit.org.