



JOB DESCRIPTION

A.POSITION INFORMATION	
Job Title	Senior Manager: Marketing, Communication and Stakeholder Relations
Job Grade	
Job Holder	
Department	Business Enablement
Division	Business Enablement
Review / Update Date	

B. JOB PURPOSE
Plan and lead the implementation of effective marketing communication of BEDCO's brand identity, products, manage partner and stakeholders relations in order to promote the Corporation's image locally and internationally.

Main Performance Areas	Main tasks top achieve the outputs
1.Effective Functional Management:	<ul style="list-style-type: none"> - Manage to day to day business performance of the Department - Lead the development of internal and external communication channels - Oversee, mentor and coach and build capacity of the Department staff
2. Marketing, Communication and Stakeholder Relations Management	<ul style="list-style-type: none"> - Lead the development of BEDCO's marketing, communication and stakeholders relations strategy. - Manage effective communication of Corporation's enterprise development programmes and projects for the entrepreneurs, various stakeholder organisations, clients and customers. - Develop and implement an effective flow through mechanism with the stakeholders for continuous engagement. - Facilitate conducting of district debates and dialogue forums: stakeholder forums such as flea markets to stimulate entrepreneurship culture and debates. - Facilitate the production of publications content and material across various communication platforms. - Conduct and facilitate radio and television programmes, talk-shows and other media promotion activities. - Coordinate the hosting of BEDCO's Stakeholder's fora activities. - Develop and manage effective stakeholder engagement strategy. - Identify and participate market opportunities to promote and advance BEDCO's brand identity and business.

	<ul style="list-style-type: none"> - Guide on the development and maintenance of the Corporation's corporate identity by management and staff. - Facilitate MSMEs participation in local and international exhibitors and trade fairs. - Coordinate and maintain effective stakeholder relations and engagement.
3. Business Reporting:	<ul style="list-style-type: none"> - Prepare and submit Departmental and prepare inputs into the BEDCO's annual reporting activities - Submit Departmental Performance Reports to the Board on quarterly basis
Focus Allocation	
50% focus on promoting the Corporation's Brand, instilling effective communication channels with stakeholders	
50% focus on departmental operational optimization and efficiency	

C. JOB SPECIFICATIONS	
Minimum educational qualification:	Minimum qualification of Post graduate degree in communication and marketing/in Media studies/Journalism and stakeholders' Management qualification or related field.
Minimum experience required:	5 years' working experience in marketing, communication and stakeholders environment at the Managerial level, preferably in corporate environment.
Competencies:	<ul style="list-style-type: none"> • Leadership and Management: Demonstration of strategic thinking, resource allocation, and coordination of people and resources and the ability to motivate develop, and direct people towards execution. • Problem Solver: Ability to anticipate and solve problems proactively. • Analytical: Ability to navigate complex data and provide analytics and predictive scenarios that drive action and decision-making. • Stakeholder Management: Ability to support and create an inclusive and supportive working relationship and environment for both internal and external stakeholders. • Risk Management: Ability to identify, investigate, analyse, and measure strategic and operational risks early and develop strategies to manage/mitigate them. • Effective Communication: Ability to communicate clearly and effectively through both written and spoken communication.

D. JOB SIGN-OFF			
Compiled by		Date	

Updated by		Date	
Responsible Manager	Executive Head – Business Enablement	Date	
Job-incumbent		Date	
Next Level Manager		Date	
HR Manager		Date	