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#### JOB DESCRIPTION

**Position Title:** SALES REPRESENTATIVES  
**Department:** SALES AND MARKETING  
**Reports To:** FINANCE AND GENERAL MANAGER  
**Hours of Work:** The job holder is required to work beyond normal working hours with no overtime payment

#### QUALIFICATIONS / EXPERIENCE / KNOWLEDGE

- Diploma/Degree in Sales and marketing or any related field.
- Strong proven record of accomplishment of sales and marketing experience in fast moving consuming goods (FMCG).
- Hand on experience of merchandising and promotional activities.
- Should be proficient in Microsoft Office Suite.
- Minimum experience of 3 years in marketing/sales and distribution.
- Experience in the dairy industry is an added advantage.
- In possession of a Valid driving license- (class E)

#### ROLES AND RESPONSIBILITIES

1. Provide customer service by informing them of products and services.
2. Research and identify new potential customers, markets, and sales channels to expand the company's reach and market share
3. Achieve agreed upon sales targets and outcome within the schedule.
4. Handle and resolve customer's complaints.
5. Analyze territory, market potential, track sales and status reports.
6. Develop and maintain business and customer relationships.
7. Perform any other duty that may be assign by the management.
8. Work closely with marketing, logistics, production and management teams to ensure smooth product supply, timely deliveries, and alignment on promotional strategies.

#### Application Process

To apply, please submit your CV and a cover letter detailing your relevant experience by 14<sup>th</sup> November 2024 to [info@olkaloudairy.co.ke](mailto:info@olkaloudairy.co.ke) or by hand delivery with the subject line "sales representative application. Only shortlisted candidates will be contacted.