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JOB DESCRIPTION

Position Title: SALES & MARKETING SUPERVISOR (1 POST)
Department: SALES AND MARKETING
Reports To: GENERAL MANAGER

QUALIFICATIONS / EXPERIENCE / KNOWLEDGE

- Diploma in Marketing, Sales & Marketing, Business Management/Administration, or related field
- Proven track record in sales and marketing within FMCG, preferably pasteurized milk or related dairy products
- Hands-on experience in merchandising, promotions, and field sales operations
- Computer literate with strong knowledge of MS Office package
- Minimum of two (2) years' experience in sales, marketing, or distribution
- Valid clean driving license with at least (2) year driving experience

ROLES AND RESPONSIBILITIES

- Supervise, coordinate, and control the day-to-day activities of Sales Representatives across assigned regions to ensure effective market coverage, discipline, and achievement of sales objectives.
- Drive growth and expansion of bulk milk and yoghurt, through market development, customer acquisition, and retention strategies.
- Personally, manage and grow own assigned sales portfolio, ensuring achievement of individual sales targets in addition to team performance targets.
- Identify and develop new markets, distribution channels, institutions, wholesalers, retailers, supermarkets, and other potential customers.
- Set, communicate, and monitor sales targets for Sales Representatives in line with organizational objectives.
- Monitor sales performance through field visits, sales reports, customer feedback, and market intelligence, and implement corrective actions where necessary.
- Recommend deployment and allocation of Sales Representatives based on market opportunities, customer density, and sales potential.
- Coordinate merchandising, promotional, sampling, branding, and product visibility activities within assigned regions.
- Build and maintain strong relationships with key customers, distributors, institutions, and other stakeholders.

Application Process

To apply, please submit your CV and a cover letter detailing your relevant experience by 20th Aug 2026 to info@olkaloudairy.co.ke, with the subject line "Sales & Marketing supervisor application. Only shortlisted candidates will be contacted.

