

RELATIONSHIP OFFICER: BUSINESS DEVELOPMENT:**1 post**

	JOB PROFILE
Job Title:	RELATIONSHIP OFFICER- BUSINESS DEVELOPMENT
Job Reference	TSCCS/R.O.BD.7/10/2026
Department:	MARKETING
Reporting to:	MARKETING MANAGER
Location	TOWER SACCO BRANCH
	JOB PURPOSE
The incumbent is expected to work to improve on the SACCO's market position and grow revenue. This person must implement long-term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals as well as maintain extensive knowledge of current market conditions.	
	JOB DESCRIPTION
➤ To prospect for new members by networking, cold calling, advertising or other means of generating interest from potential clients. Use of persuasive approaches and pitches that will convince potential clients to do business with the SACCO. ➤ Develop a rapport with new members and provide support that will continually improve the relationship. Will also be required to grow and retain existing accounts by presenting new solutions and services to members. Collaborate with mid and senior level management, marketing, technical staff as well as the sales team. ➤ Plan, manage, and coordinate the activities of the sales teams in the branch/region and account for their target achievement in the region. Develop a pipeline of new business coming into the SACCO in the various regions and Coordinate with both the Branch Manager and the Marketing Manager to close on any business opportunity. ➤ Present business development training and mentoring to sales executives and other branch staff. Ensure all team members represent the company in the best light. ➤ To work with the Branch team, marketing staff, and other managers to increase sales opportunities and thereby maximize revenue for the SACCO. To identify potential new customers, make presentations to them, convert business opportunities and continue to grow business in the future. ➤ Assist in setting up meetings between members, decision makers and SACCO's management team. ➤ Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion. ➤ Attend industry functions, such as association events, conferences and marketing campaigns, and provide feedback and information on market and creative trends. ➤ Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.	

	PREFERRED QUALIFICATIONS
➤ Diploma or higher diploma in marketing or Business related field or a Bachelor's degree in marketing or any other field and professional qualification would be an added advantage. ➤ Professional qualifications: Marketing certification or equivalent ➤ Possess working knowledge of computerized office. ➤ KCSE (C Plain) with C (plain) in English & Mathematics ➤ Minimum of Three (3)years' experience in marketing or business development role, sales or a related field preferably in a reputable financial institution.	
	PERSON SPECIFICATIONS
▪ Age above 24 years. ▪ Effective communication and presentation skills ▪ Proven track record of achieving or exceeding sales targets ▪ Strong problem-solving and decision-making skills ▪ Team player ▪ High level of integrity.	

DISCLAIMER

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Candidates who will have applied will receive an email informing them whether they will proceed or not to the next recruitment level of being shortlisted /interviewed.