

TALENT PROFILE	
Job Title:	Business Development Manager
Reporting to:	The Board through the Managing Director
Department	Administration
Effective Date	June 2026
Location	Nairobi, Kenya or subsidiary office

### KEY PERFORMANCE INDICATORS

1. Develop, execute and oversee a business development strategy that prioritizes growth and positive customer ratings.
2. Maintain positive professional relationships with clients.
3. Creating brand visibility.
4. Quick turnaround in complaint handling/reduced complaints
5. 100% client retention
6. 20% growth year on year

Duties and Responsibilities Include:	
1	Formulate and contribute to the development and delivery of successful client acquisition and retention in line with the group's strategic goals.
2	Develop a strong understanding of customers and market dynamics.
3	Identify trendsetter ideas by researching on industry-related events and publications.
4	Forecast sales targets and working in conjunction with the finance department and the certification officer in ensuring they are met.
5	Take a lead role in conducting annual customer satisfaction surveys.
6	Recommend remedial measures to the Board of Directors. Regularly taking up the role of 'mystery assessor' and or 'mystery client'.
7	Act as the liaison between customers and other departments within the organization.
	Market visibility- identify and budget for participation in key industry events e.g. AFCA, BioFach, UEFT Conference, GG Tour inter alia.
9	Overall management and disseminating information through the company's social media platforms.
10	Develop and maintain a risk register for the marketing and business development portfolio.
11	Make follow up contact with the business pipeline developed through various business development activities.

12	Keeping tabs of the competition and collecting market intelligence.
13	In-charge of preparing proposals to respond to formal Requests for Proposals (RFPs)
14	Any other duties related to the role

### **Qualifications and Experience**

1. Bachelor's degree in Marketing or a business-related field. Professional qualification and membership to a professional body will be an added advantage.
2. At least 5 years of experience as a Business Development Manager, ideally with exposure to the service industry.
3. Familiar with the certification environment.
4. Strong organizational and project management skills, with close attention to detail and follow-through.
5. Ability to work effectively with other stakeholders. Cross-cultural experience will be of added advantage.
6. Proactive and well organized with the ability to work independently and collaborate effectively within a team.
7. High integrity, discretion, confidentiality, and professionalism when handling information.
8. A team player with good interpersonal skills.
9. Management and negotiation skills with the ability to network, generate new business and develop strong business relations.
10. Well-developed time management and organization skills to deliver results in a demanding environment.
11. Clear verbal and written communication skills.
12. Outstanding analytical, Project Management and interpersonal Skills.
13. Proficiency to speak in both English and French is preferred.

### **PERSONAL ATTRIBUTES**

1. Commitment to AfriCert core values
2. Self-Driven and self-disciplined
3. Excellent problem-solving skills
4. Proactive and confident
5. Good communication skills both written and oral.

Qualified candidates should send an updated curriculum vitae ONLY to [hrm@africertlimited.co.ke](mailto:hrm@africertlimited.co.ke) with a copy to [info@africertlimited.co.ke](mailto:info@africertlimited.co.ke) by 17<sup>th</sup> April 2026.