



CAREER OPPORTUNITY

The Institute for Capacity Development (ICAD) is the Executive and Professional development arm of the KCA University, whose focus is on skills and knowledge enhancement and development of professionals in the market.

KCA University seeks to recruit a result oriented, innovative and self-driven person to fill the following position in the department;

BUSINESS DEVELOPMENT MANAGER

The job holder will be responsible for development and implementation of market strategies towards improving market presence of ICAD, increased revenue, customer acquisition and retention.

PRIMARY RESPONSIBILITIES

- Collect, document and analyse market information and competitive intelligence;
- Plan performance deliverables and business prospects to identify market niche;
- Design, manage, organize, execute and coordinate training programmes, presentations, conferences and seminars;
- Management and administration of Training and Consultancy assignments;
- Develop and monitoring budgets for the specific programmes;
- Coordinate project activities including the development of innovative strategies and maintain relevant information on the website;
- Liaise and network with a range of stakeholders to ensure maximum programme returns;
- Disseminate information concerning ICAD services;
- Identify and respond to requests for proposals;
- Regularly conduct market intelligence and review of programmes;
- Generate departmental Training and Consultancy reports regularly;

- Provide office management functions including managing departmental events;
- Manage client interface including mail, telephone, email and electronic communication to help uncover and respond to opportunities, prospects and leads;
- Conduct needs and opportunity assessments for prospects and leads for an assigned sector and to pursue these leads with current and prospective clients;
- Any other duties assigned from time to time.

QUALIFICATIONS AND EXPERIENCE

- A Bachelors degree in any business-related field.
- Master's degree - Preferably a Masters of Business Administration.
- Proven track record of consistent, high sales performance

OTHER SKILLS AND COMPETENCIES

- Knowledge of the Consultancy and Executive Training Industry in Kenya and East Africa.
- Demonstrated track record of managing a busy customer portfolio, executive and training calendar.
- Solid skills in research, analysis, business prospecting and proposal writing.
- Excellent organization skills, planning, record keeping, budgeting, cost control, supervision skills, ability to cope with competing and conflicting demands in projects, priorities and tasks.
- Computer skills in project management, Ms Word and Data processing

How to Apply

Interested candidates who meet the above requirements should submit an application letter indicating current and desired salary, a detailed CV and three references via email to hr@kca.ac.ke by **20th September, 2019**.

KCAU staff are encouraged to apply

Only shortlisted candidates will be contacted

Director, Human Resources,
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